ALF

CROCODILE DUNDEE

TV'S AMEN

DON MARTIN IN THE MORGUE

BASEBALL

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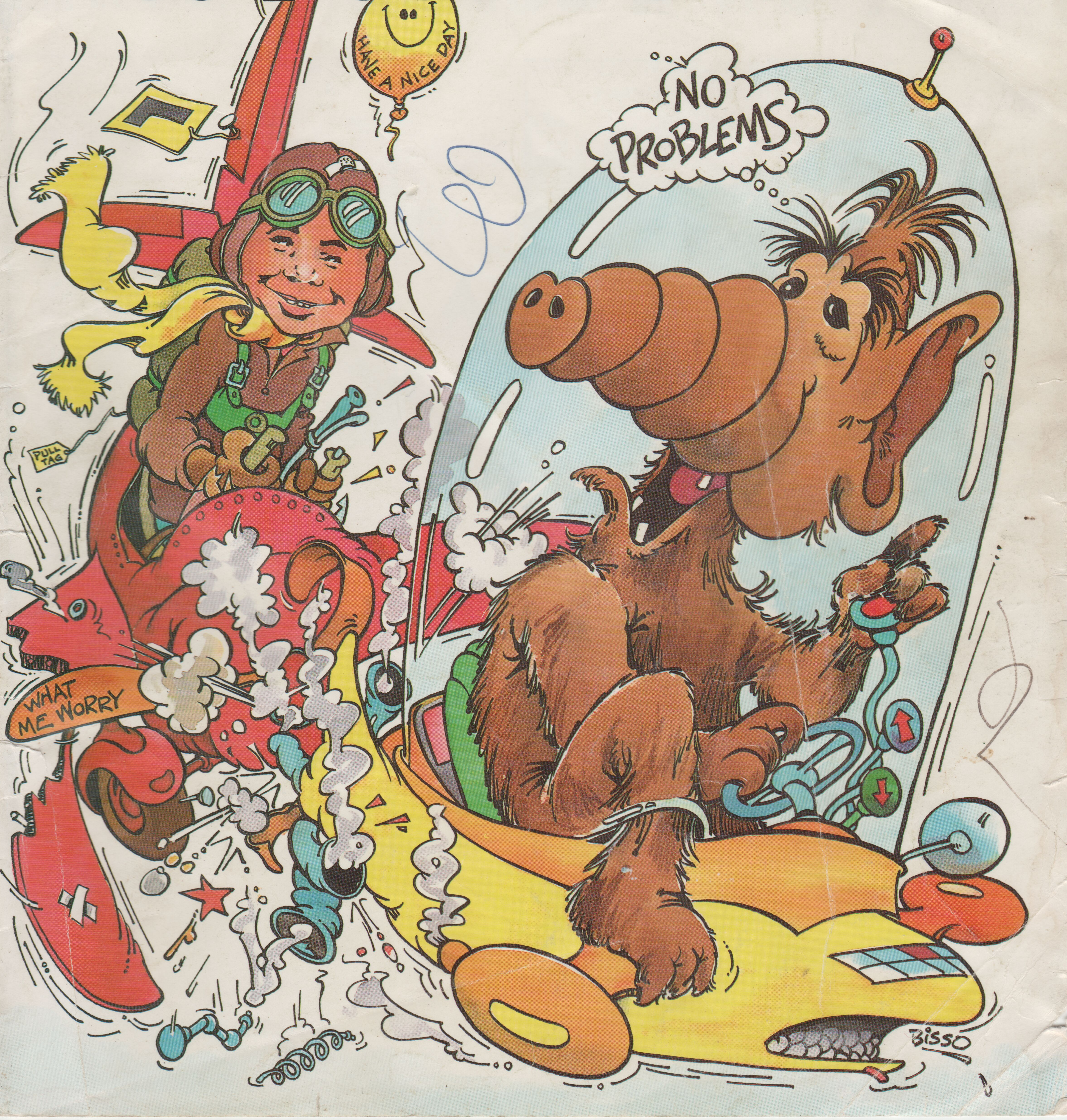
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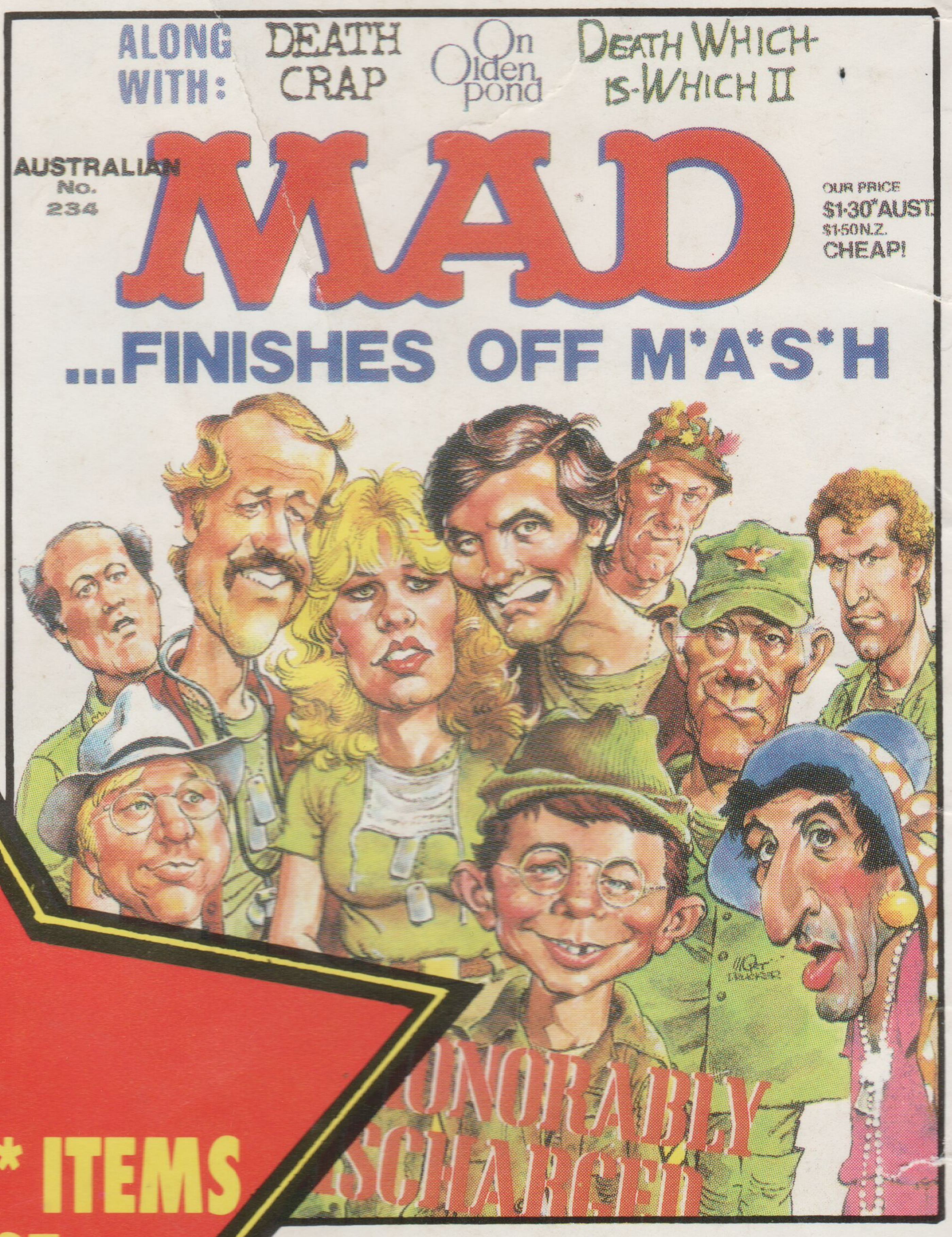
ALONG WITH:
DEATH CRAP
On Olden pond
DEATH WHICH IS WHICH II
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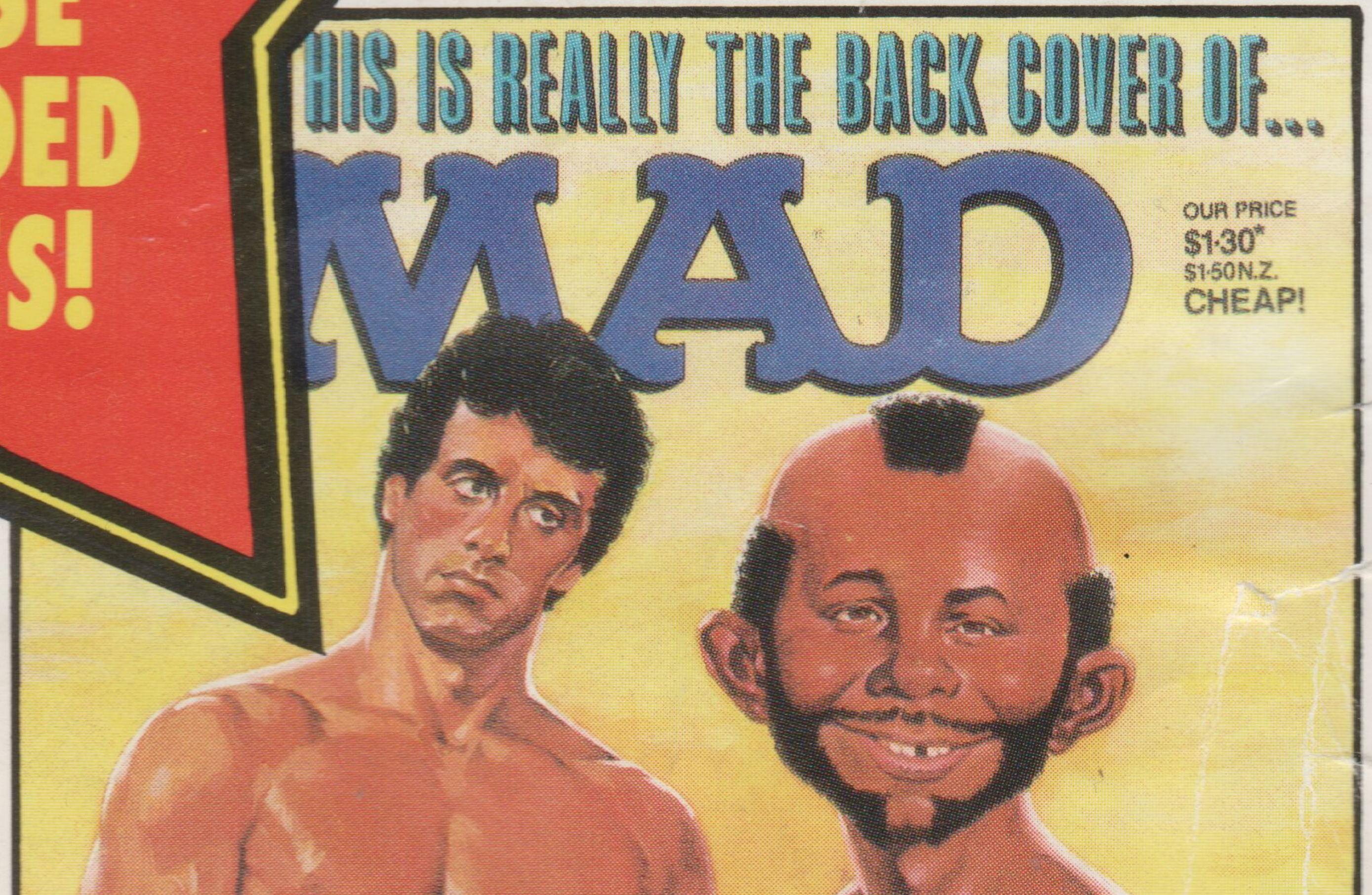
No. 234
MAD
OUR PRICE $1·30* AUST. $1·50 N.Z. CHEAP!
...FINISHES OFF M*A*S*H

80
PAGES OF COLLECTOR'S* ITEMS FROM THESE STAR-STUDDED PAST ISSUES!

IN THIS ISSUE WE SHOOT DOWN
TOP GU
AUSTRALIAN
No. 267
MAD
DOG FIGHT

*GARBAGE COLLECTORS!


HIS IS REALLY THE BACK COVER OF...
MAD
OUR PRICE $1·30* $1·50 N.Z. CHEAP!
EVERLASTING SEQUELS
We Jab... ROCKY III
Punch Out... CONAN THE BARBARIAN
Belt... SOME KIND OF HERO
And K.O.... THE FACTS OF LIFE

NUMBER 273

MAD

"The ups and downs of the economy are the result of having elected too many yo-yos!"
—Alfred E. Neuman

WILLIAM M. GAINES *publisher*
NICK MEGLIN, JOHN FICARRA *editors*
LEONARD BRENNER *art director* TOM NOZKOWSKI *production*
CHARLIE KADAU, JOE RAIOLA, SARA FOWLER *associate editors*
DICK DE BARTOLO *creative consultant*
JACK ALBERT *lawsuits* ANNE GAINES *logistics*
GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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COVER ARTIST: BISSO

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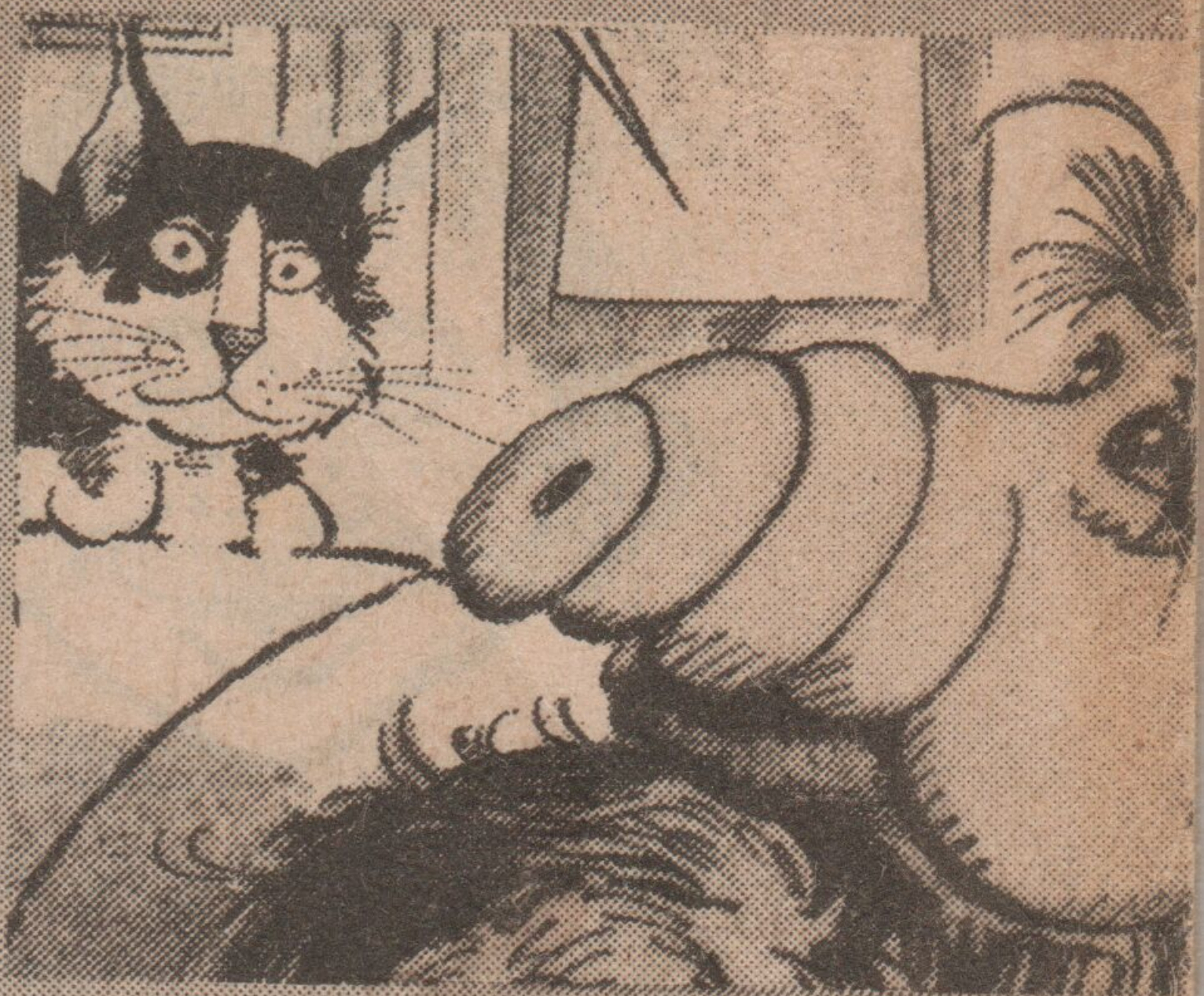
VITAL FEATURES

"ARFUL'
(A MAD
TV
SATIRE)



"CROCK O'
DULL DUMMY
(A MAD
MOVIE
SATIRE)

DON
MARTIN
VISITS
THE
MORGUE

THE
MAD
D.J.
PRIMER

"AMENDS"
(A MAD TV
SATIRE)

CELEBRITIES
IN SPACE

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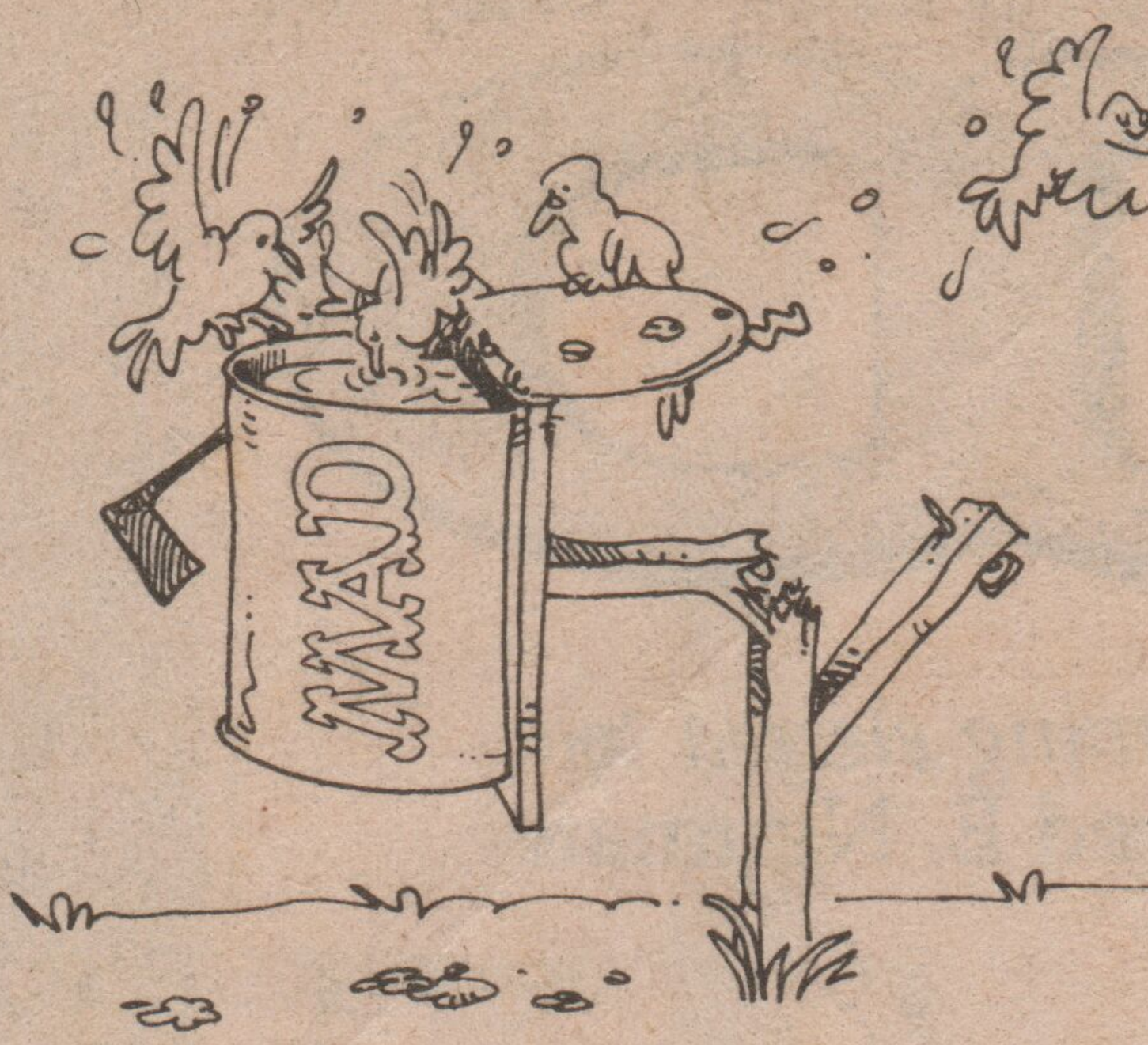
LETTERS AND TOMATOES DEPT.



INFURIATED READER

Dear Sir,

I have over a number of years collected quite a number of MAD magazines which I proudly show off to my friends. Therefore being somewhat of a loyal reader I would like to comment on a few aspects of your magazine and apparent "readers".

Every time I read the letters section I am infuriated by the amount of letters which "abuse" the magazine and it's writers, and contain revelations on the sanity of so-called readers who suddenly claim to have been copiously sick over an article of certain satirical merit. Their letters are not in the slightest bit amusing and I wonder why these readers with preschool I.Q.'s bother. They should leave the satire to the experts. I know this is a pathetic reflection to make over such an enjoyable magazine, but anyone picking up a MAD magazine and reading the letters section would more than likely dismiss it as a juvenile and worthless publication which it is not.

Also, it disturbs me to think that MAD writers believe they can create a more humourous dialogue for a movie comedy than the original scriptwriters, such as with Ferris Bueller's Day Off. One cannot satirise comedy so it may be more worthwhile to ridicule dramas, soapies or adventure movies, not comedies. Lastly, please cut the American influence in the magazine, some articles just do not work, and do not do other articles of higher standard and the excellent graphics of the magazine, justice. Don't, in your wildest dreams, even consider satirising the "Young Ones"!

Yours truly,
Sascha Bihrenbrodt
Ingle Farm, S.A.

SINCERE

Dear MAD,

I think your magazine is terrific and I love all your writers and artists. What particularly attracts me to MAD is the sense of humour in most of the articles, (e.g. Articles like "What people say and what they really mean", etc.). I love these because they are all so true. While reading some articles I always think of someone I know or even myself and I realise some of the ridiculous things we all do or say. And I memorise the snappy answers to stupid questions because they are so handy — I even know what questions not to ask now. In addition I'd like to say I found the 2 letters from Simon and Des from Norfolk Island in Mad No. 270 very amusing. Hi to Simon and Des. Thanks to everyone at MAD.

Yours sincerely,
Alise, Yeppoon, Qld.

KNOW WHAT I HATE?

You know what I hate, you know what I hate, Yeh??!!

Those boring people who waste money on stamps and waste space in this mag to tell us:

1. How many issues they OWN. I mean who cares?? Crawling may get your somewhere in life but please keep it away from our mag.
2. How pathetic it really is. If you don't like it — don't buy it. Leave it on the shelf for a normal person (well, not normal . . .).
3. And I hate people who try and write more "MADS" in their letter than in the whole mag. Anyone can do it, MAD MAD MAD MAD MAD. See? Is it that utterly thrilling for you??

Us people don't spend good money to read YOUR trash — and believe me it's trash — in this good magazine. So: Be imaginative! Be creative! Put some Aussie spirit in (or Kiwi in some cases).

L. Grant,
Sydney, N.S.W.

FAKE?

Dear MAD people,

I was reading your letters section (which meant I was pretty desperate for something to read), when I had a thought.

After recovering from the initial shock I thought again: All those pathetically crazy (and I'm not going to follow the trend by saying you're MAD just to give you a free plug — oops, too late) letters are fake! Yes, you frauds, you just make up the letters and print them, to encourage your few poor readers (such as I) to believe that people actually bother to write to you! Well, hah! I've uncovered you! I challenge you to print this letter and admit your guilt — Yes! I have proven by this letter than no one has ever written to you, and now no one ever will!! Or have I?

Yours,
Perry Masonite,
Killara, N.S.W.

Well, that's one way of getting a letter into print. But be warned,

don't drown us in letters in the same vein. It won't work again. — Ed.

GOOD RIDDANCE TO BED-RIDDEN

Dear MAD,

The first thing I'd like to say is that I personally find your magazine offensive, revolting, disgusting, sexually obsessed and an absolutely pathetic, attempt to make anyone laugh. Basically — It sucks!

I personally prefer "Reader's Digest" and "Women's Weekly" compared to your pages of trash and nonsense of which only a person with an I.Q. below 10 could find funny. Well I suppose that accounts for 90% of the teenage population and that's why your dumb magazine is so successful.

One day I went to school and got up in front of the whole class (who were all reading MAD, as usual) and shouted out what I thought of your pathetic excuse for a magazine. I was bashed. And that's why I am now typing this letter on my word-processor at Cabrini Hospital in Malvern. (I couldn't part with my computer so they let me keep it in the bed.)

Yours disgusted,
Gavin "The Computer Nerd" Gregson,
Malvern, Vic.

HOOKED ON MAD

Dear MAD,

I have been collecting your magazine for about 1½ years now and I love it, don't ever stop publishing it. I don't know one person (except my cool next door neighbour) who reads MAD, and that's sick. Every time someone comes over I get them hooked on MAD. I'm doing good business for you! I have just finished reading MAD No. 270 and I agree with MAD reader T.J.K. from Victoria. I am not MAD and I'm sick of people writing that they are. If you read MAD magazine (best mag in the world) you are not dumb, insane, wierd or nutty etc, but very, very, very sensible and smart. Also Ray Vonalot wrote a letter and he has a mag from 1965. WOW! Thats how long I'm going to keep mine for. Good idea, hey! Must go.

A satisfied, hooked reader,
Sallee Burns.

BACKGAMMON AROUND

Dear MAD,

Me and my long time friend and business associate, Roger Kaputnik were having a meaningful discussion on the importance of the role of morals in the future society of Bahaman Tupperwear Parties over a game of backgammon when Roger realised that what we were doing was impossible as he was only a cartoon character.

Roger and I then rang up to see if he could be entered in the Guinness Book of Records as the first person who wasn't actually a person to play backgammon while discussing the importance of morals in the future society of Bahaman Tupperwear Parties. The lady on the other end of the phone (who wasn't a part-time cabinet maker) said that a fellow named Alfred E. Neuman held that particular record.

Roger then rang up Alfred to congratulate him. When Alfred was asked why he didn't tell us this news, he told us that the person he had the game of backgammon with was a female part-time cabinet maker who plans on going to orgies at Bahaman Tupperwear Parties. (Alfred does not like to be associated with these type of people.)

Alfred then went on to tell us that he was upset. He was upset because of the lack of originality in the Letter Dept. He said he was sick of people telling of how they had a nervous breakdown, sucking up to the Ed and saying how it was trash, garbage, wacky as well as how many mags they have. Being a MAD reader for over ten years I tend to agree with him. So come on MAD readers, pick up your pens and write! For Alfred's sake! Even if you're a part-time cabinet maker! Don't let Alfred down!

From a concerned reader,
Shawn Gowans.

OIL'S WELL

Dear MAD,

I am really cracked, oh I mean MAD at my mum, she stopped giving me my allowance and I missed out on three months of total life enjoyment. But now things are cool, my dad was buryiing the dog bones we had for tea when all of a sudden oil started gushing out of the ground. Mum and I ran into the back yard, I yelled out "Oh you nerd, you burst the pipe". But there is no pipe under there. We had struck oil in the backyard. Now there's a big oil well in Rockhampton. We sold it to an Arab for $600,000,000. So I can afford to buy MAD's again.

Yours MADly,
Neil Parkin, Qld.

WARPED APPEAL

People who find intellectual stimulation in MAD magazine are in obvious and dire need of psycho analysis (in other words, they need a shrink). Your magazine appeals to people whose minds have been warped for one reason or another, for instance, extensive heat, a bump on the head, etc.

The psychological effects on readers are so severe that first signs of "MAD madness" are easily spotted after the first issue is read: delirium, lightheadedness, irrationality, incoherent rambling and hideous laughter.

A sick sense of humour arising from repeatedly reading MAD Magazine can have a nauseous effect on innocent bystanders.

You know I've been trying to redecorate my room, but there isn't a lot you can do with padded walls. What? Oh, you're wondering what I'm talking about? Who knows? Who cares? Who needs sanity anyway? After 4 years of MAD Magazine, my MADness can't get any worse! Or can it? Who knows? Who cares? Who needs a shrink? I gotta go, I have a phone call to make. I'm gonna fire my shrink. C-YA.

Irene Pimentel,
Earlwood, N.S.W.

Who cares? — Ed.

EMBARRASSMENT

Dear Sirs,

I am writing to express my disappointment and disgust in the standard of letters which grace this department of your magazine.

I for one, get sick of reading about people who have gone insane from reading the magazine. Please, if you are contemplating writing to the magazine for the sole purpose of seeing your name in print, save yourself the embarrassment.

I apologize to the minority of people who do write constructive letters, however, there are too few of these people.

Yours sincerely,
D. Anthony, W.A.

HATES SPY VS SPY

To dear MAD egg heads like myself,

I'm writing to say that I know lots of people who liked the 10 page special of Spy vs Spy.

Personally I was disgusted. I thought it was an embarrassment to all MAD readers.

A faithful reader,
but not of Spy vs Spy fan,
Avalon, N.S.W.

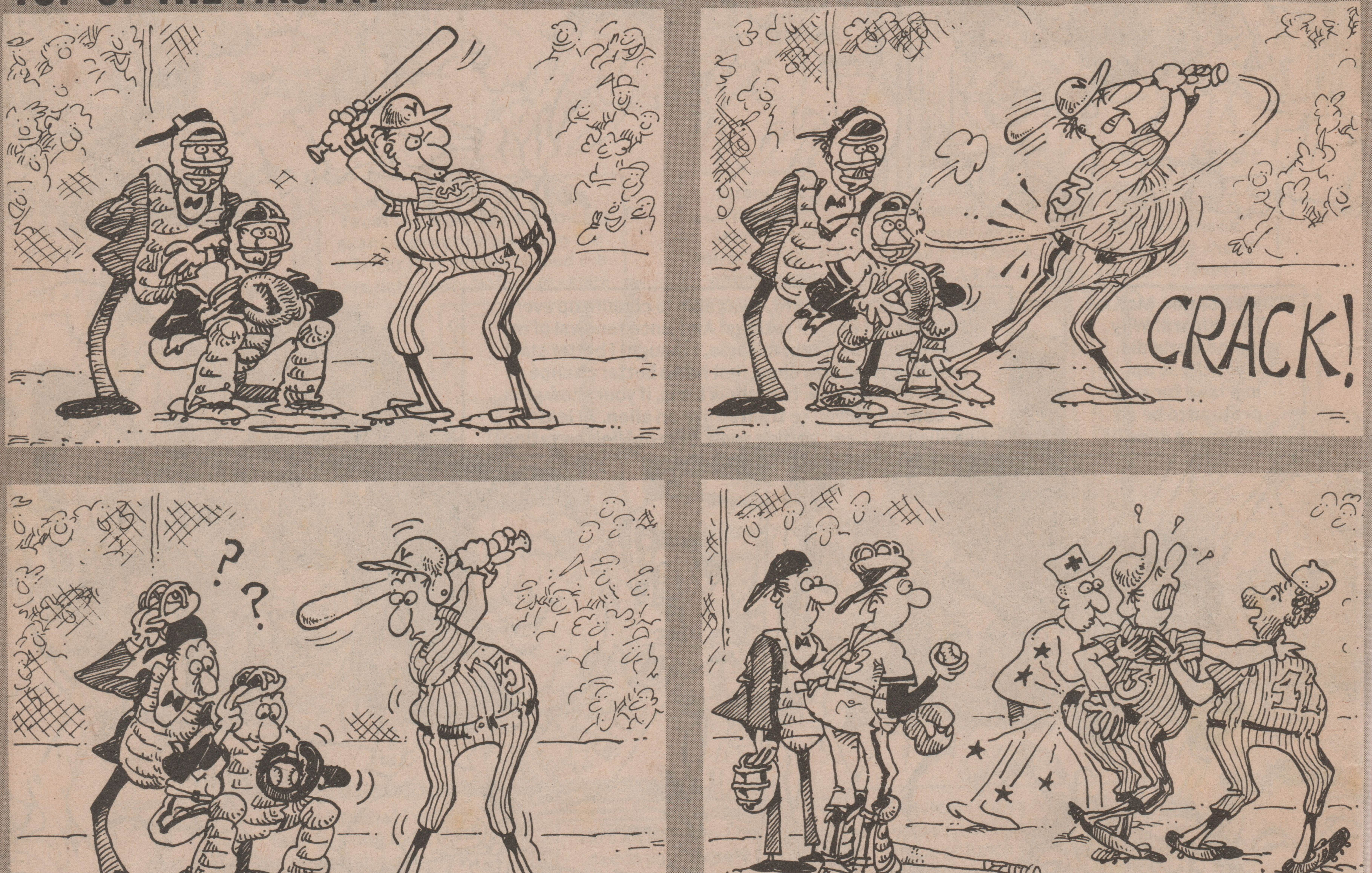
SERGIO ARAGONES DEPT.

A MAD LOOK AT BASEBALL

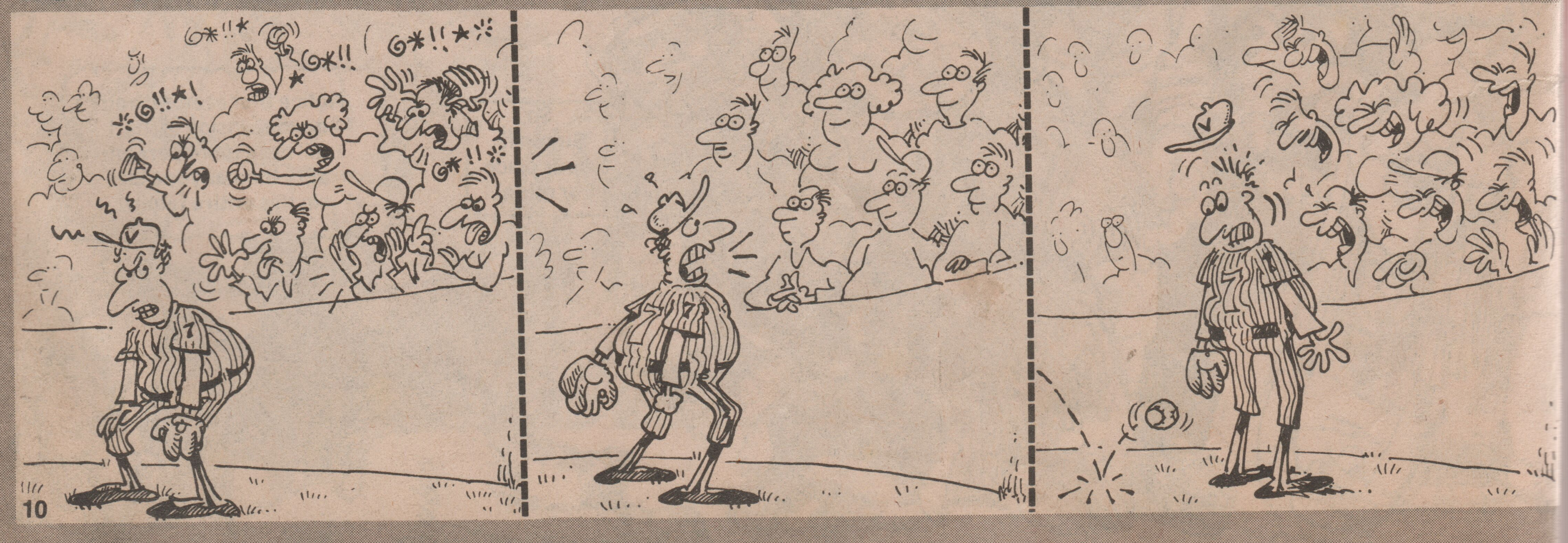
MAD
WHAT ME WORRY

ARTIST AND WRITER: SERGIO ARAGONES

TOP OF THE FIRST...

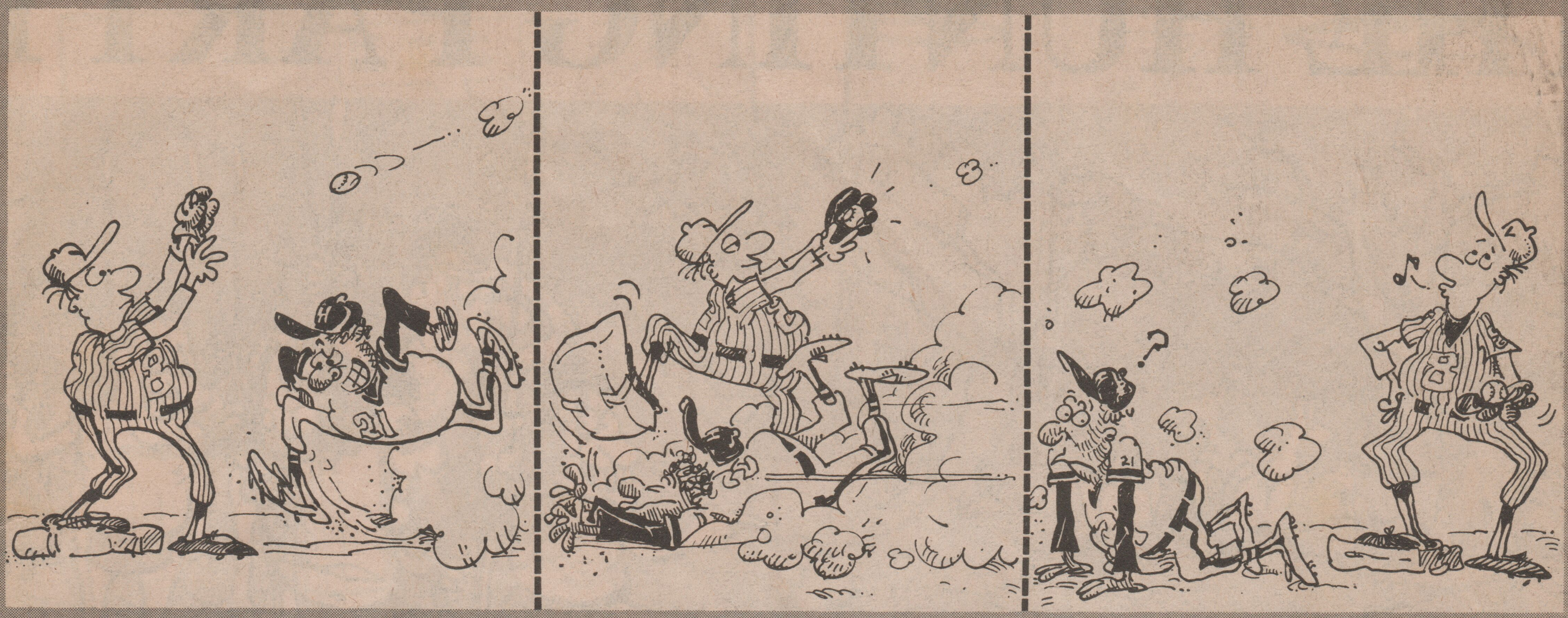


BOTTOM OF THE FIRST...

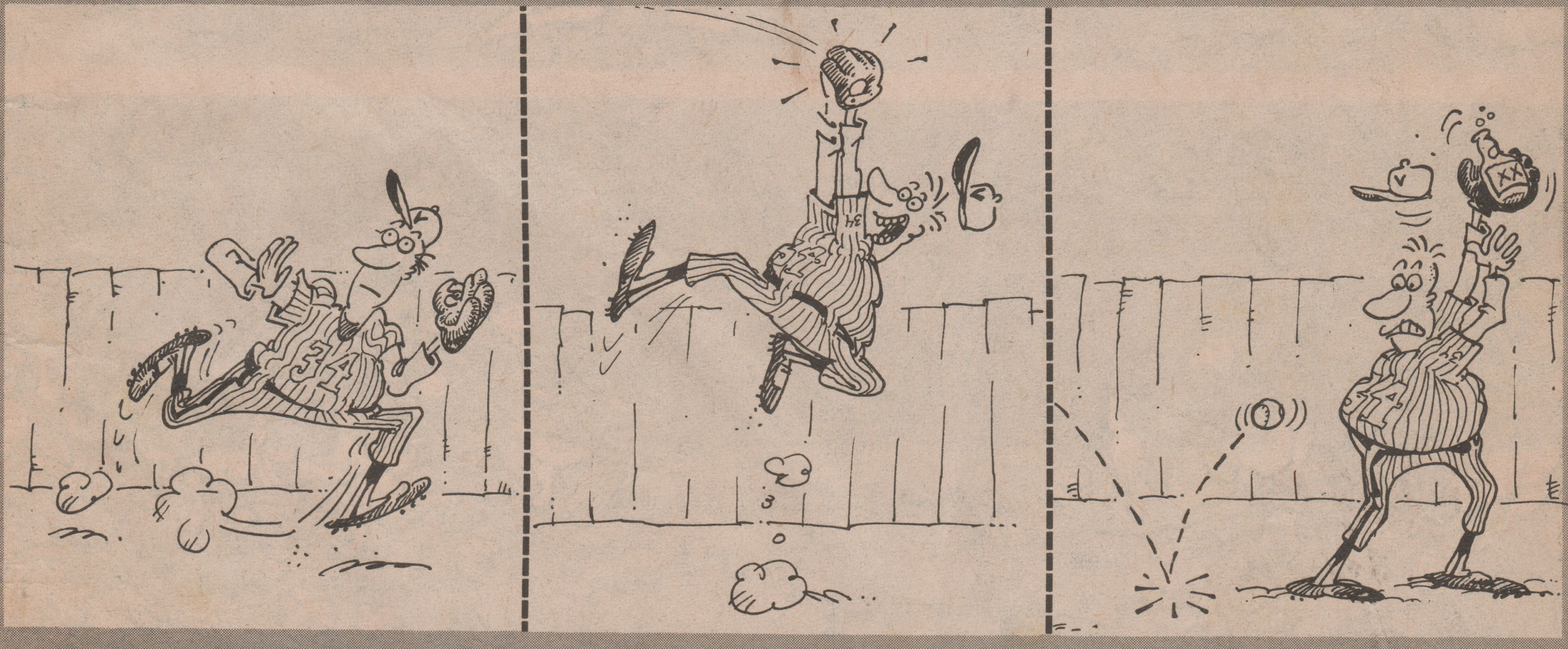


MAD BASEBALL

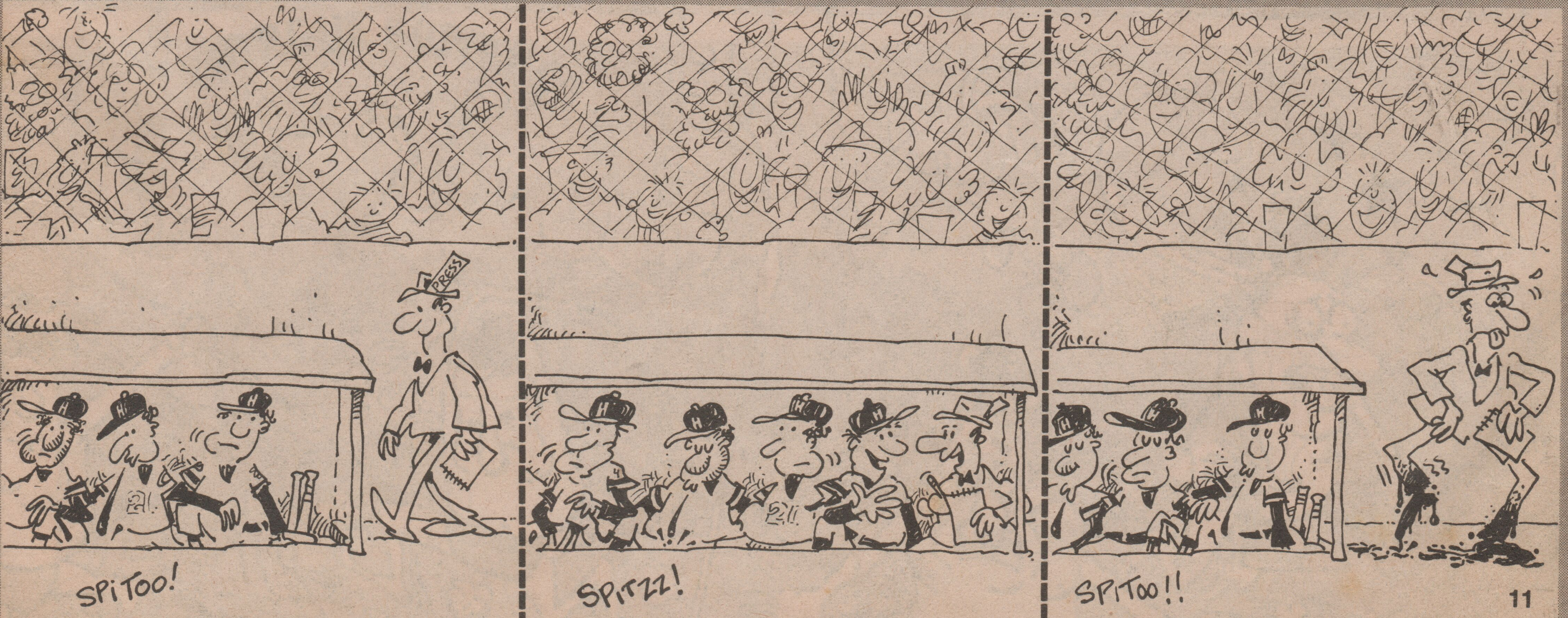
BOTTOM OF THE SECOND—STILL SCORELESS



BOTTOM OF THE THIRD—SCORE TIED 1-1...



TOP OF THE FOURTH—PRESS COVERAGE

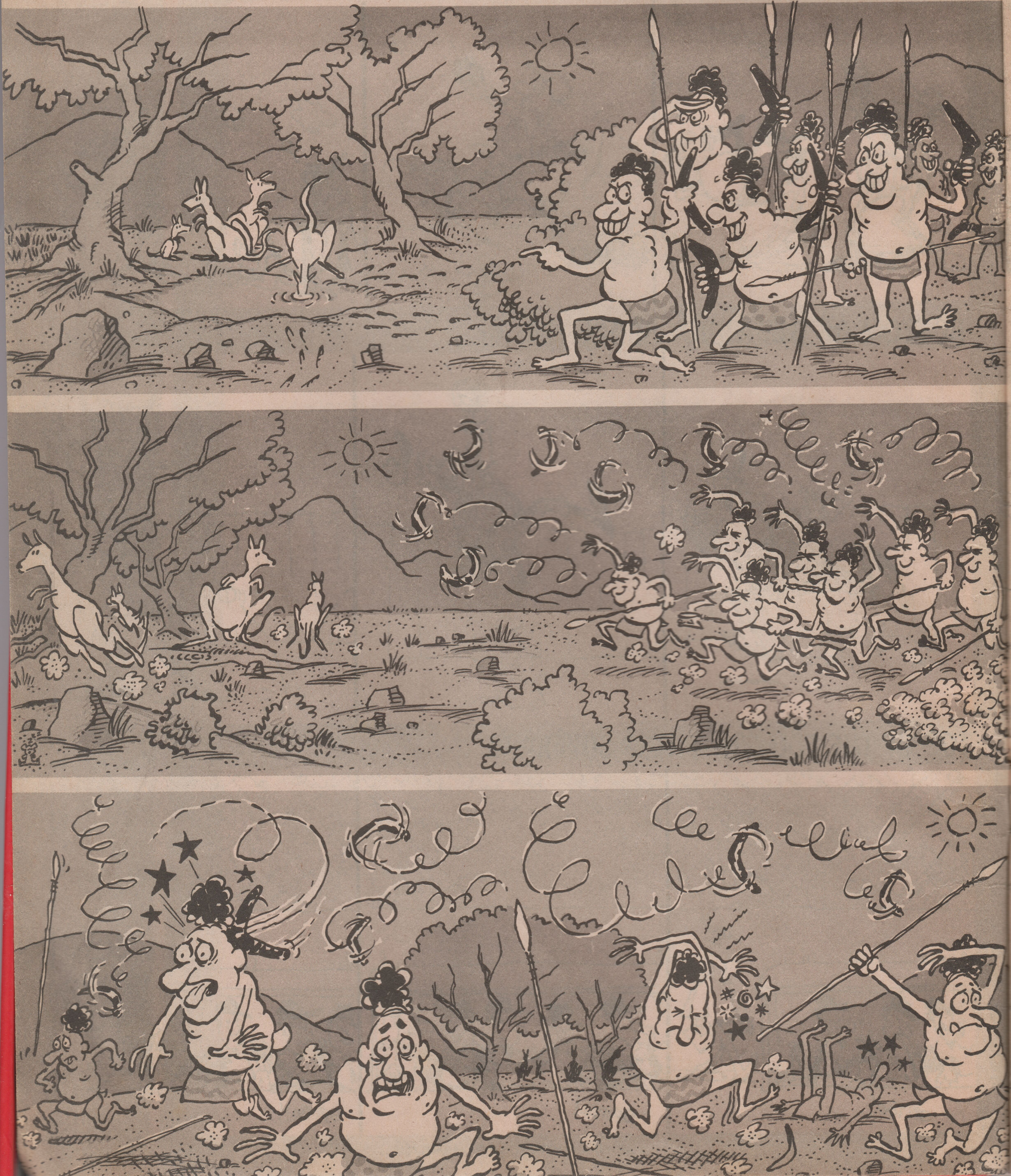

PRESS
SPITOO!
SPITZZ!
SPITOO!!

ARTIST AND WRITER: SERGIO ARAGONES

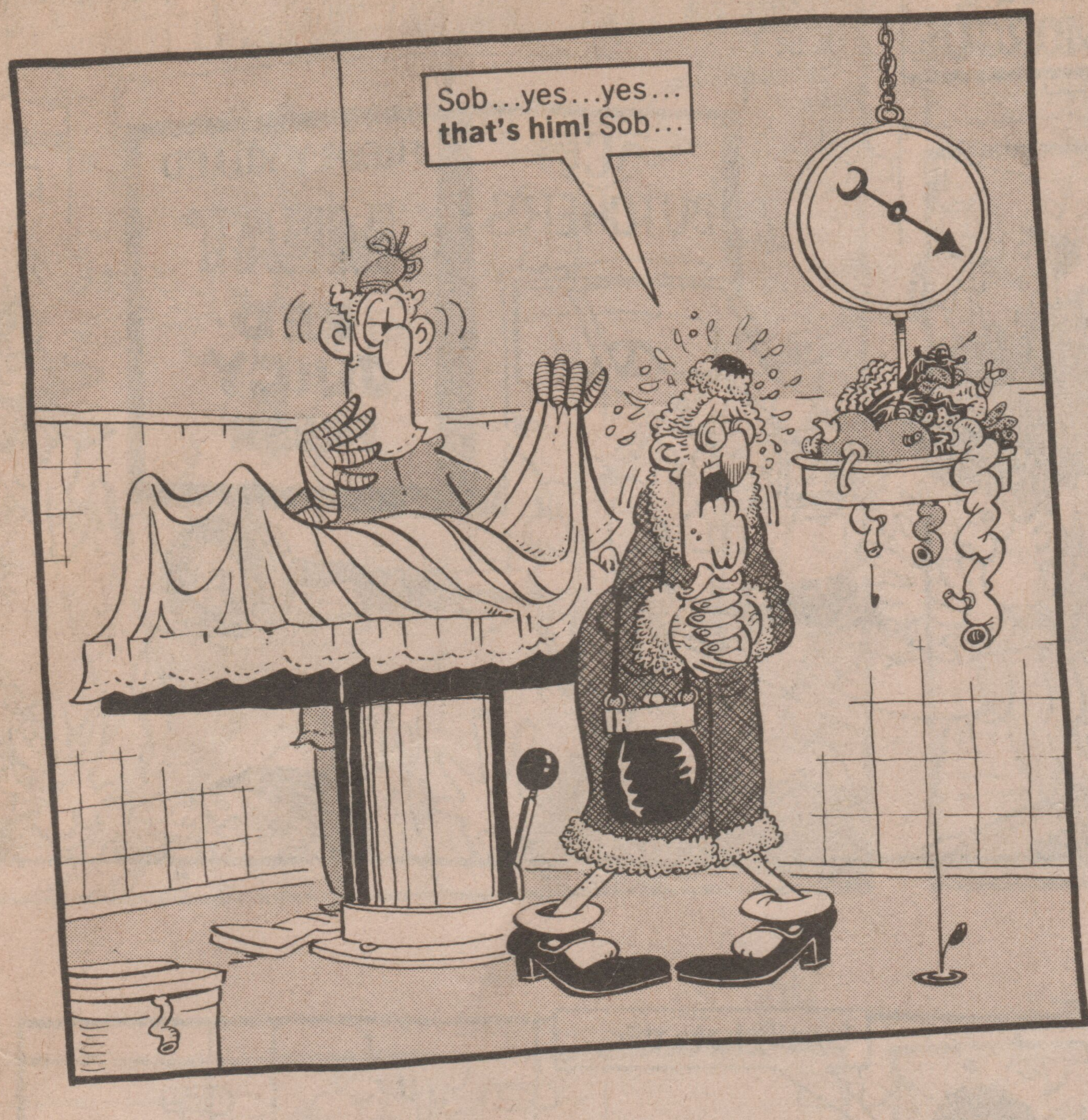
LAND OF NO RETURN DEPT.

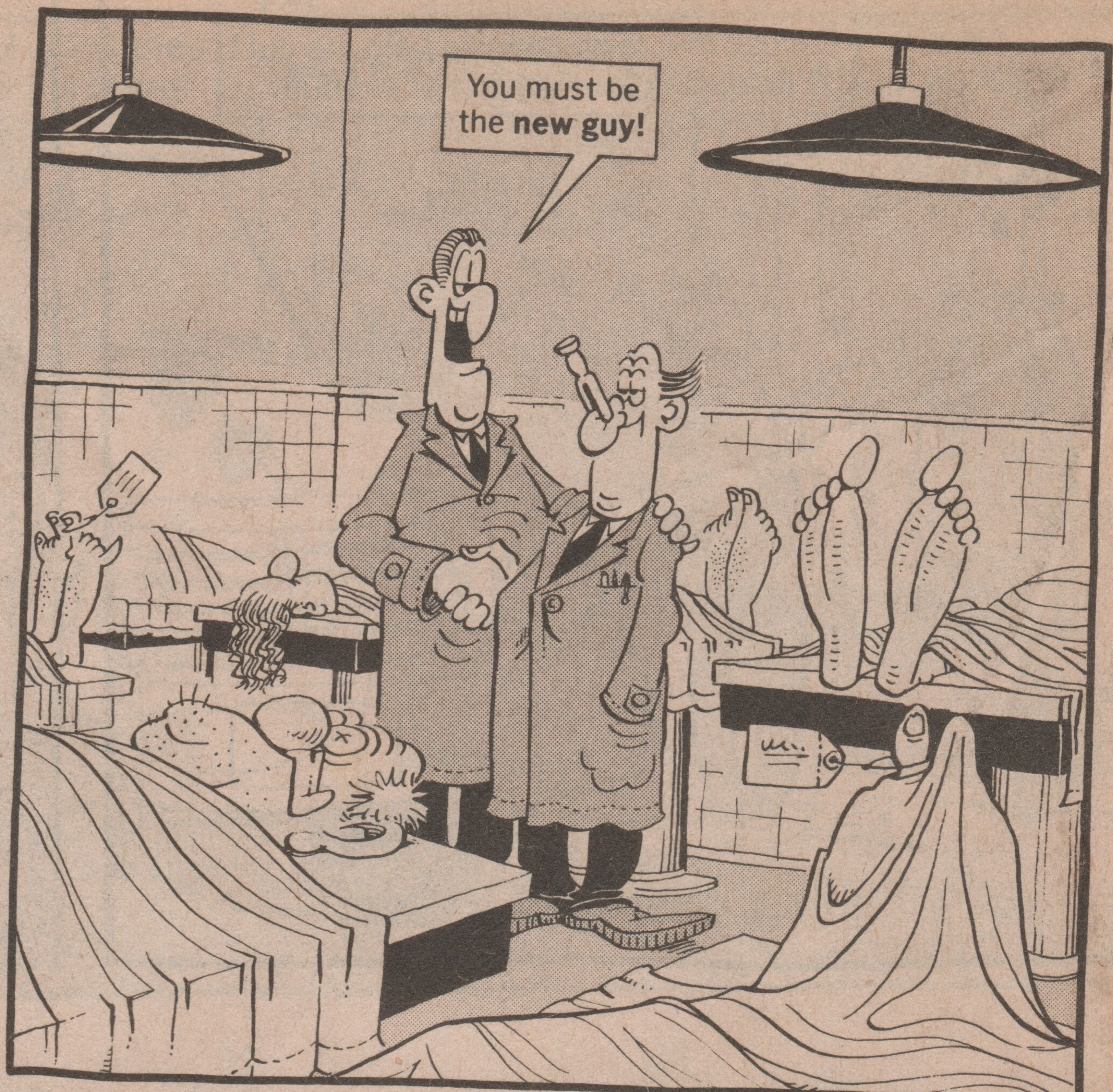
WRITER: PETER JUST ARTIST: IAN H. EDDY II

THE HUNTING PARTY



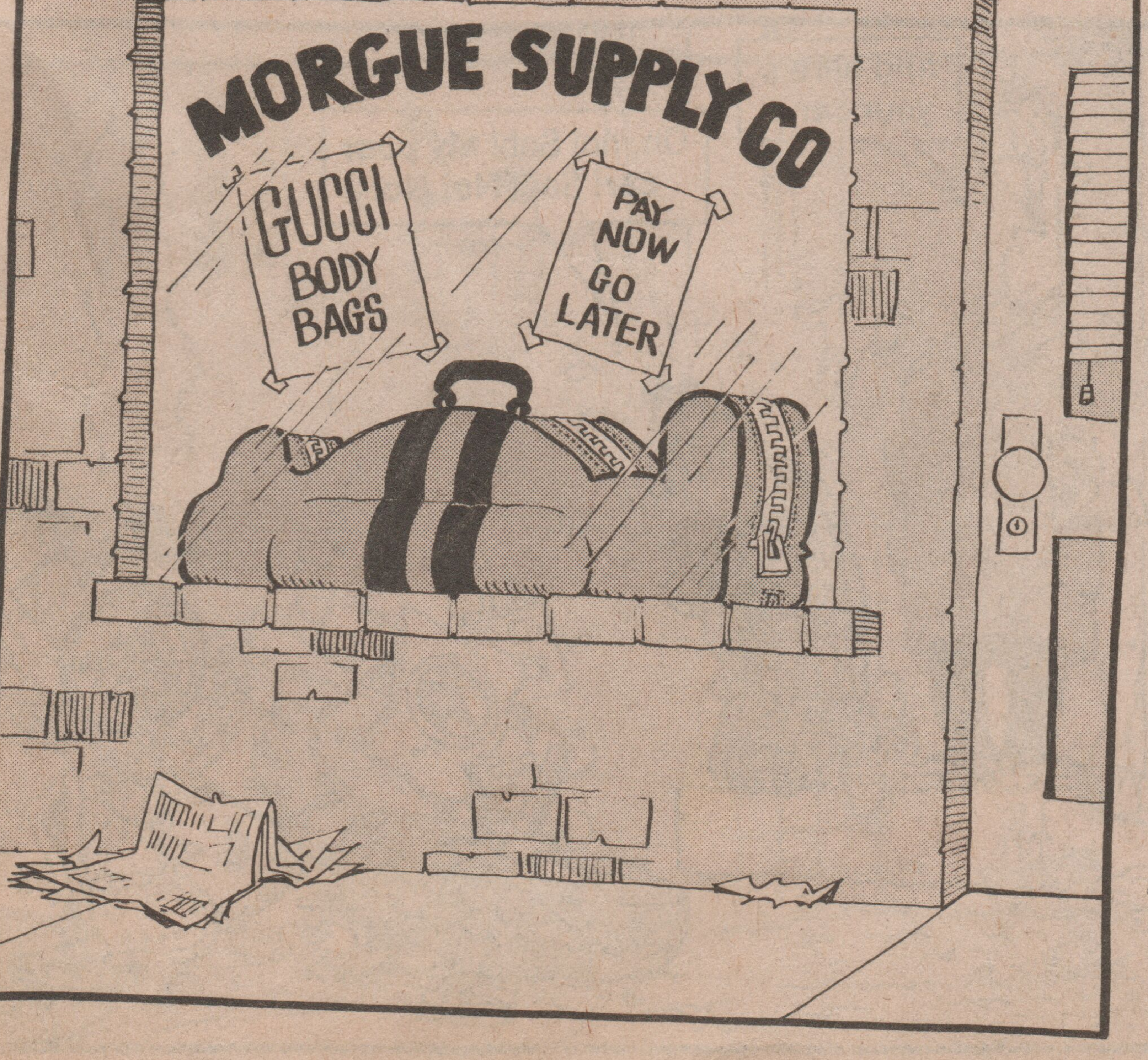
AUTOPSY-TURVY DEPT.

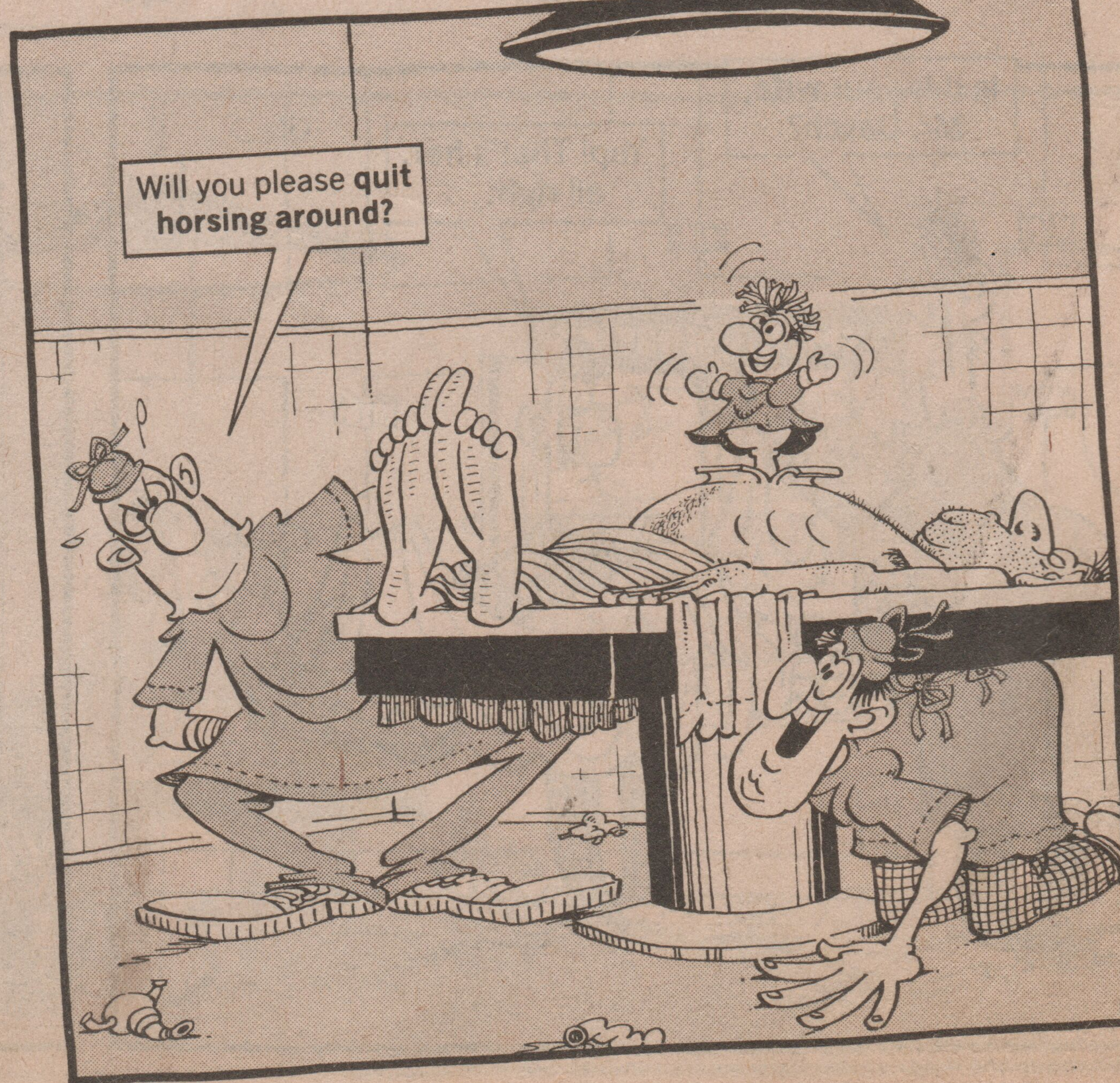

Sob...yes...yes... **that's him!** Sob...

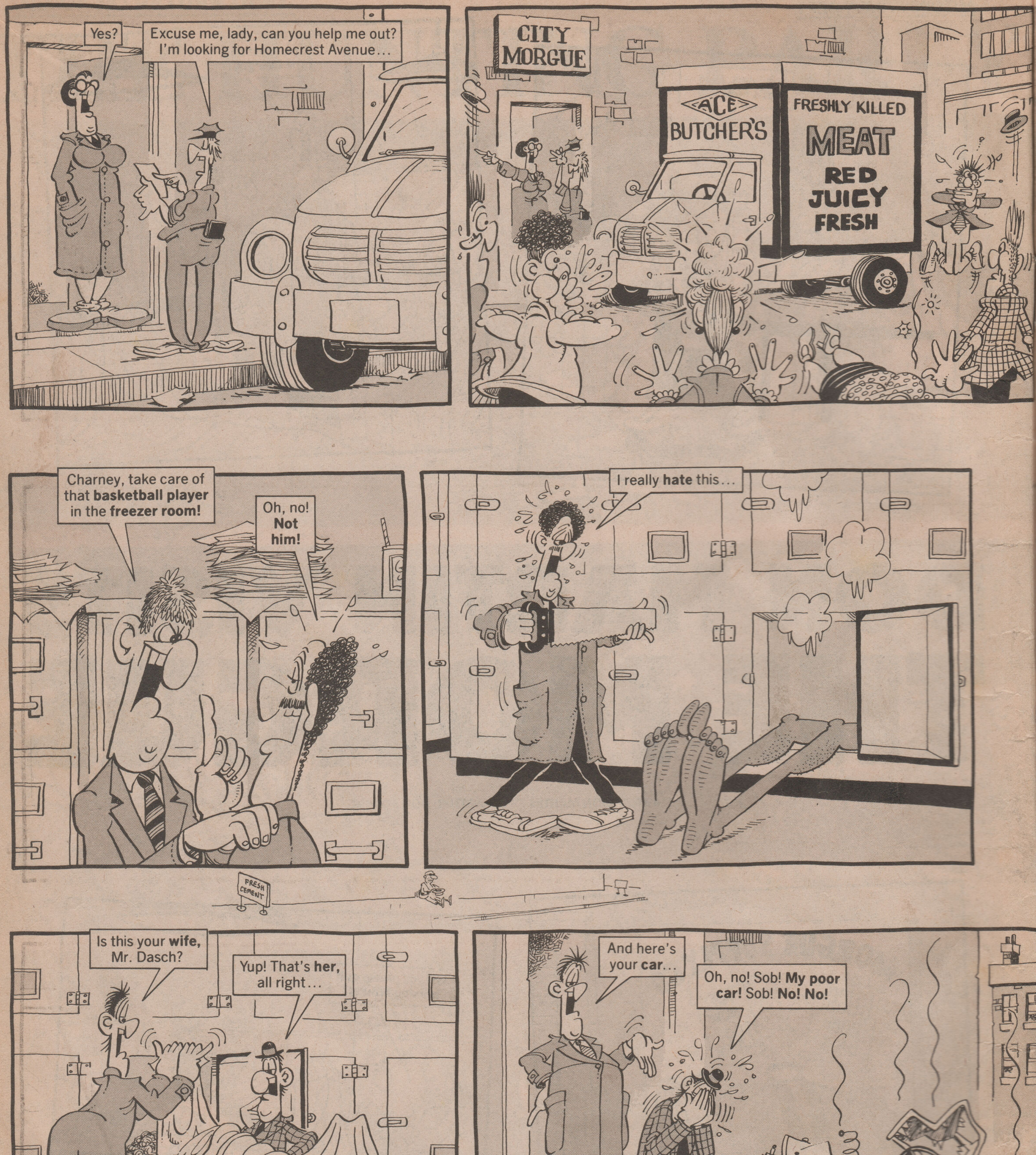

You must be the **new guy!**

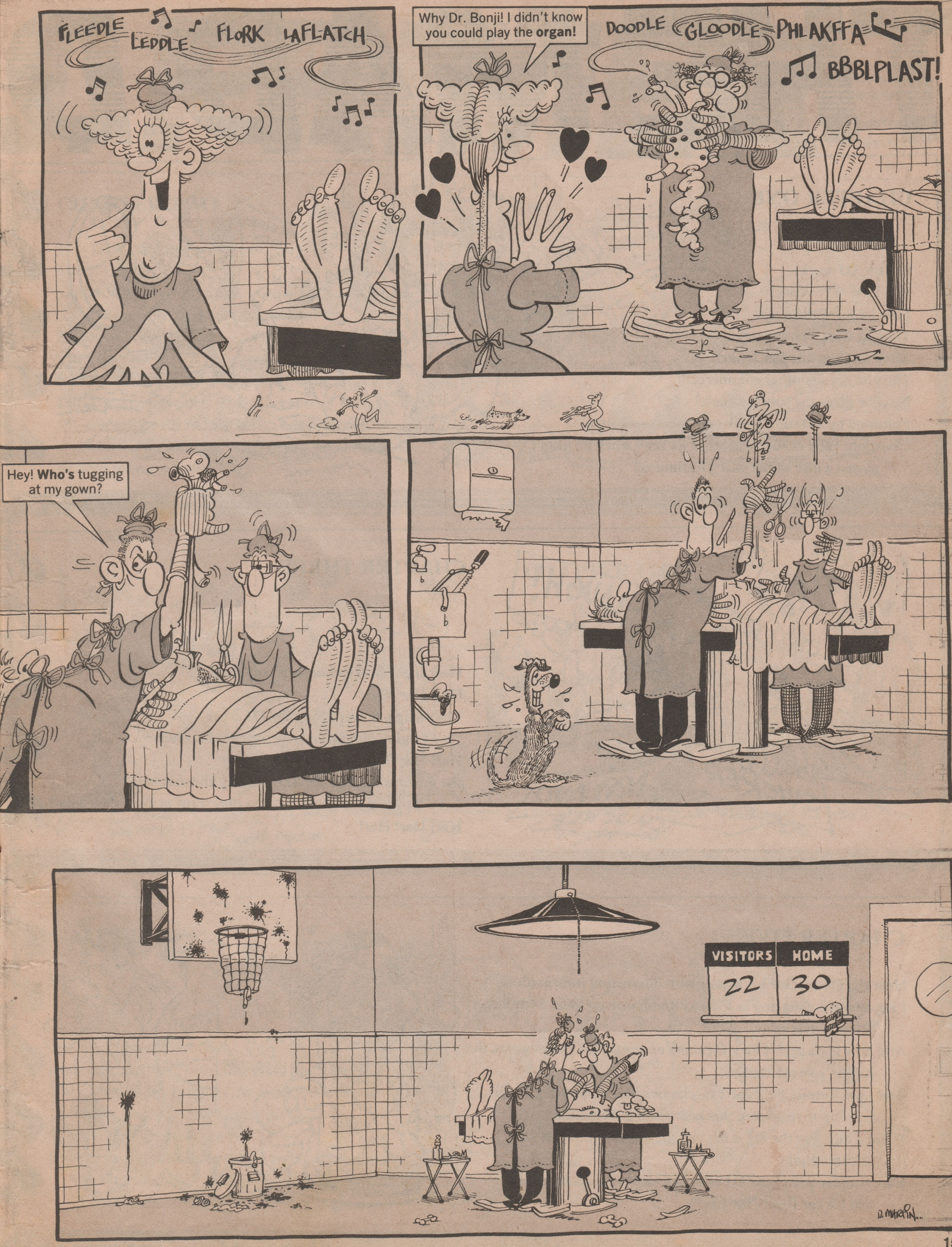
DON MARTIN VISITS THE MORGUE

ARTIST: DON MARTIN WRITER: DON EDWING


MORGUE SUPPLY CO
GUCCI BODY BAGS
PAY NOW GO LATER


Will you please **quit horsing around?**

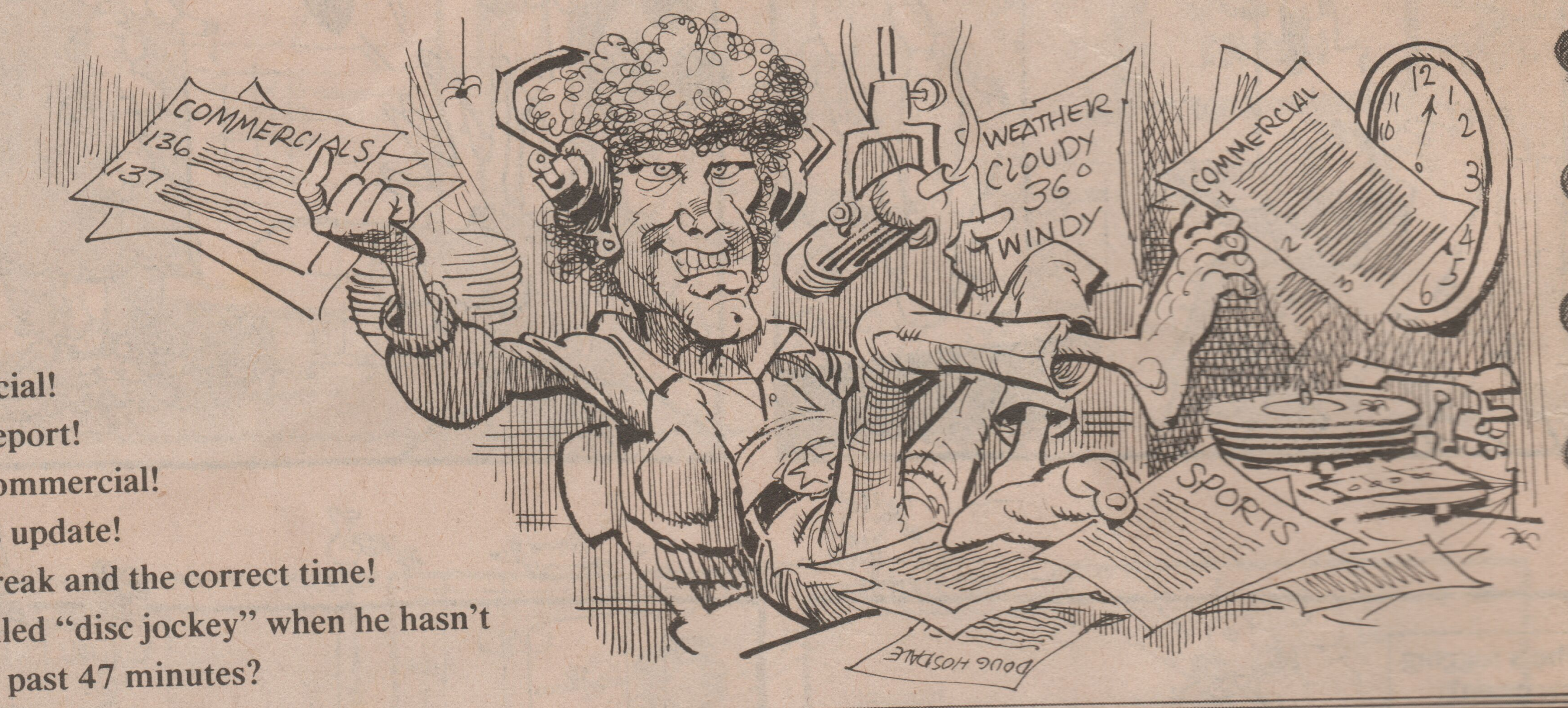

Yes?
Excuse me, lady, can you help me out? I'm looking for Homecrest Avenue…
CITY MORGUE
ACE BUTCHER'S
FRESHLY KILLED MEAT RED JUICY FRESH
Charney, take care of that **basketball player** in the **freezer room!**
Oh, no! **Not him!**
I really **hate** this…
FRESH CEMENT
Is this your **wife,** Mr. Dasch?
Yup! That's **her,** all right…
And here's your **car**…
Oh, no! Sob! **My poor car!** Sob! **No! No!**


FLEEDLE LEDDLE FLORK LAFLATCH
Why Dr. Bonji! I didn't know you could play the **organ**!
DOODLE GLOODLE PHLAKFFA BBBLPLAST!
Hey! **Who's** tugging at my gown?
VISITORS HOME
22 30
D. MARTIN..

MICROPHONIES DEPT.

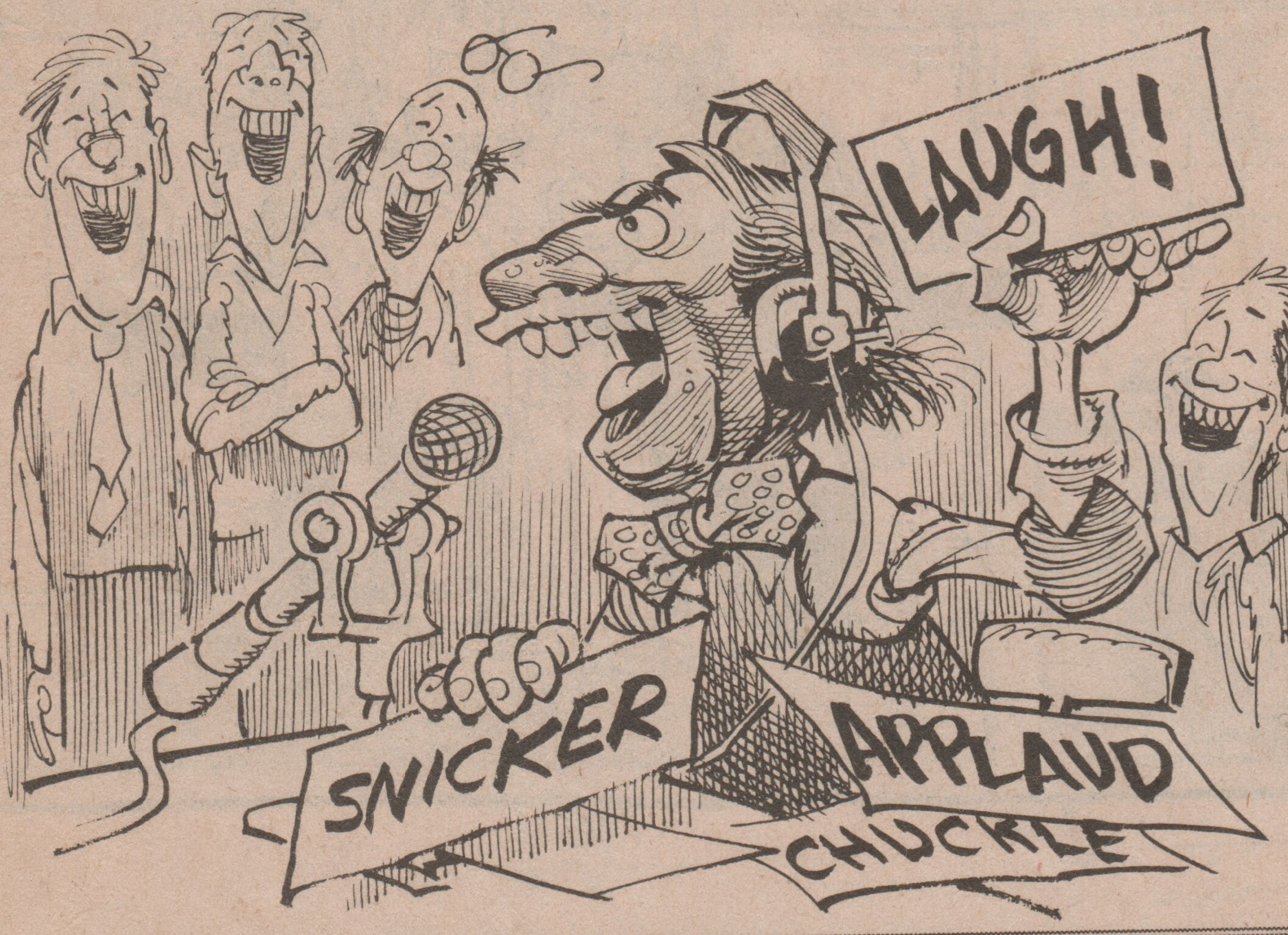
THE MAD D

CHAPTER ONE


COMMERCIALS
136
137
WEATHER
CLOUDY
36°
WINDY
COMMERCIAL
SPORTS
DOUG HOSDALE

See the DJ work!
Work! Work! Work!
First he gives the news!
Then he does a commercial!
After that the weather report!
Then he does another commercial!
Next he gives the sports update!
Followed by a station break and the correct time!
Question: Why is he called "disc jockey" when he hasn't played a disc in the past 47 minutes?

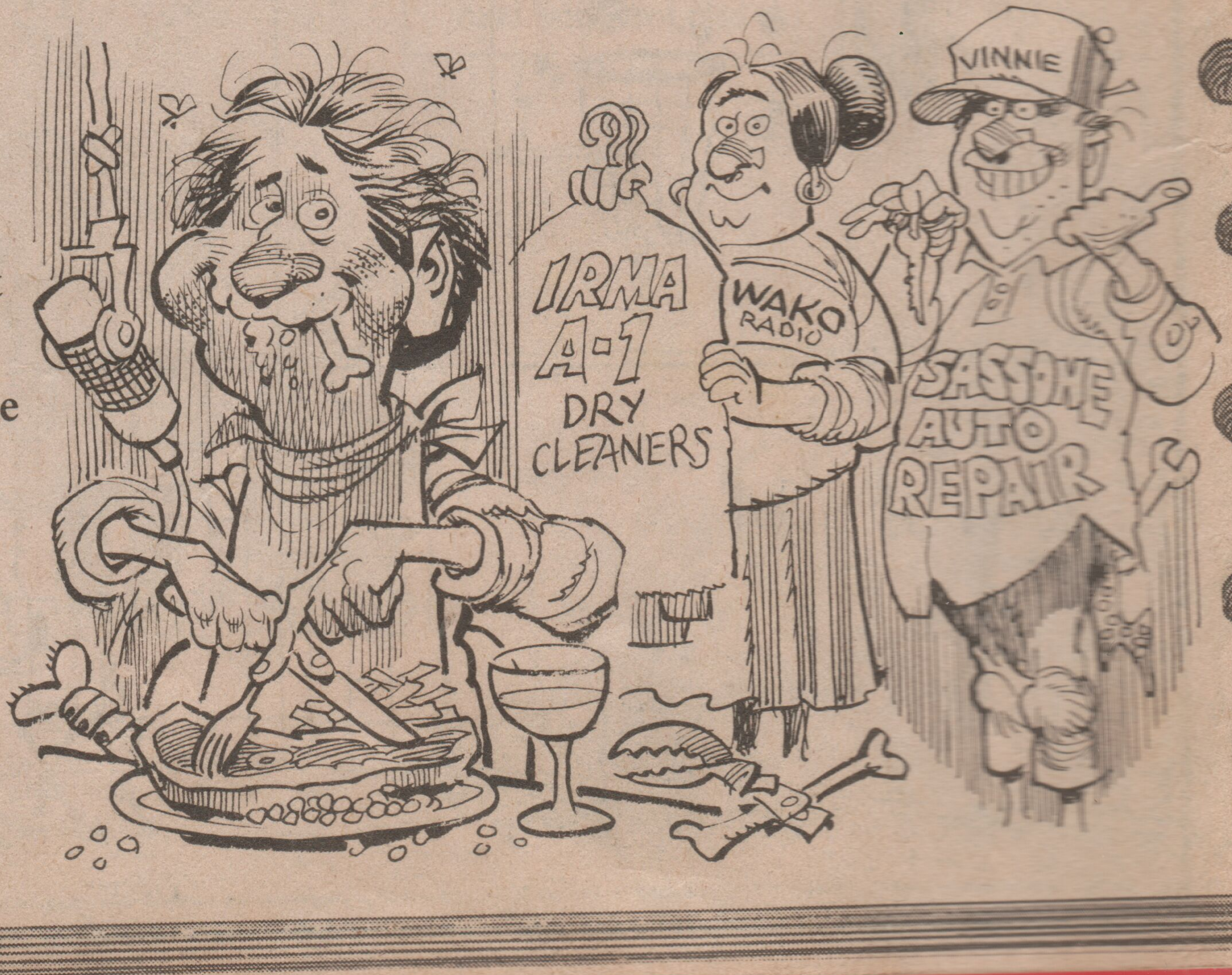
CHAPTER THREE


LAUGH!
SNICKER
APPLAUD
CHUCKLE

Hear the studio technicians laughing!
Har! Har! Har!
They laugh at everything the DJ says!
"It's raining outside—lovely weather for ducks!"
Har! Har! Har!
Do they really think the DJ is funny and amusing?
Let's rephrase the question—Do they want to keep their jobs?
Har! Har! Har!

CHAPTER FIVE

Hear the DJ speckle his banter with interesting information!
Like how the gang at Via Veneto Ristorante on West 54th Street listen in every day!
And how Irma at A-1 Dry Cleaners on East 23rd Street wears the station's sweat shirt!
And how Vinnie, the expert mechanic at Sassone Auto Repair, personally requested this next great golden oldie!
What a nice guy the DJ is for passing out this valuable information!
Ever wonder where the DJ eats, has his clothes laundered, and his car fixed—for free?


VINNIE
IRMA
A-1
DRY
CLEANERS
WAKO
RADIO
SASSONE
AUTO
REPAIR

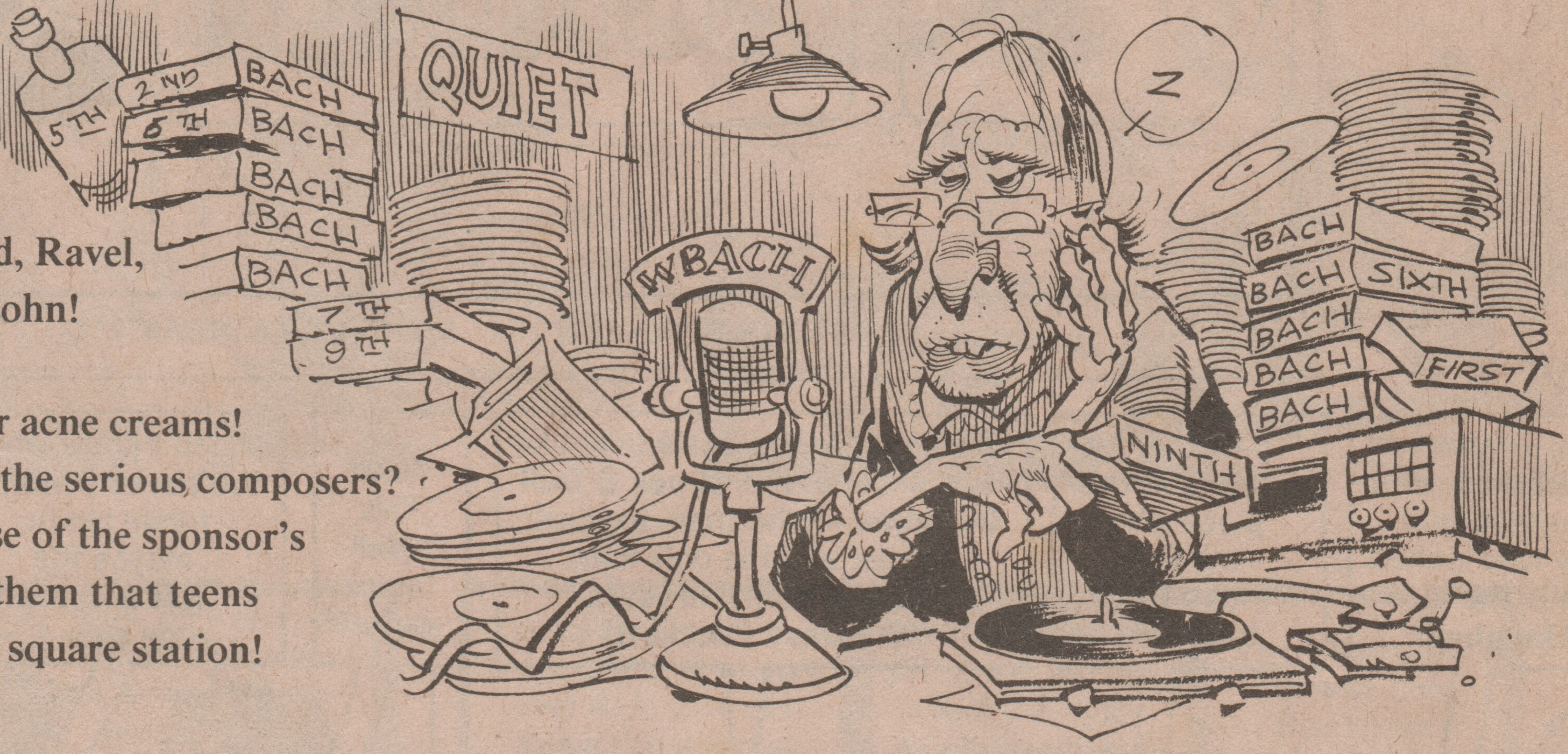
J. PRIMER

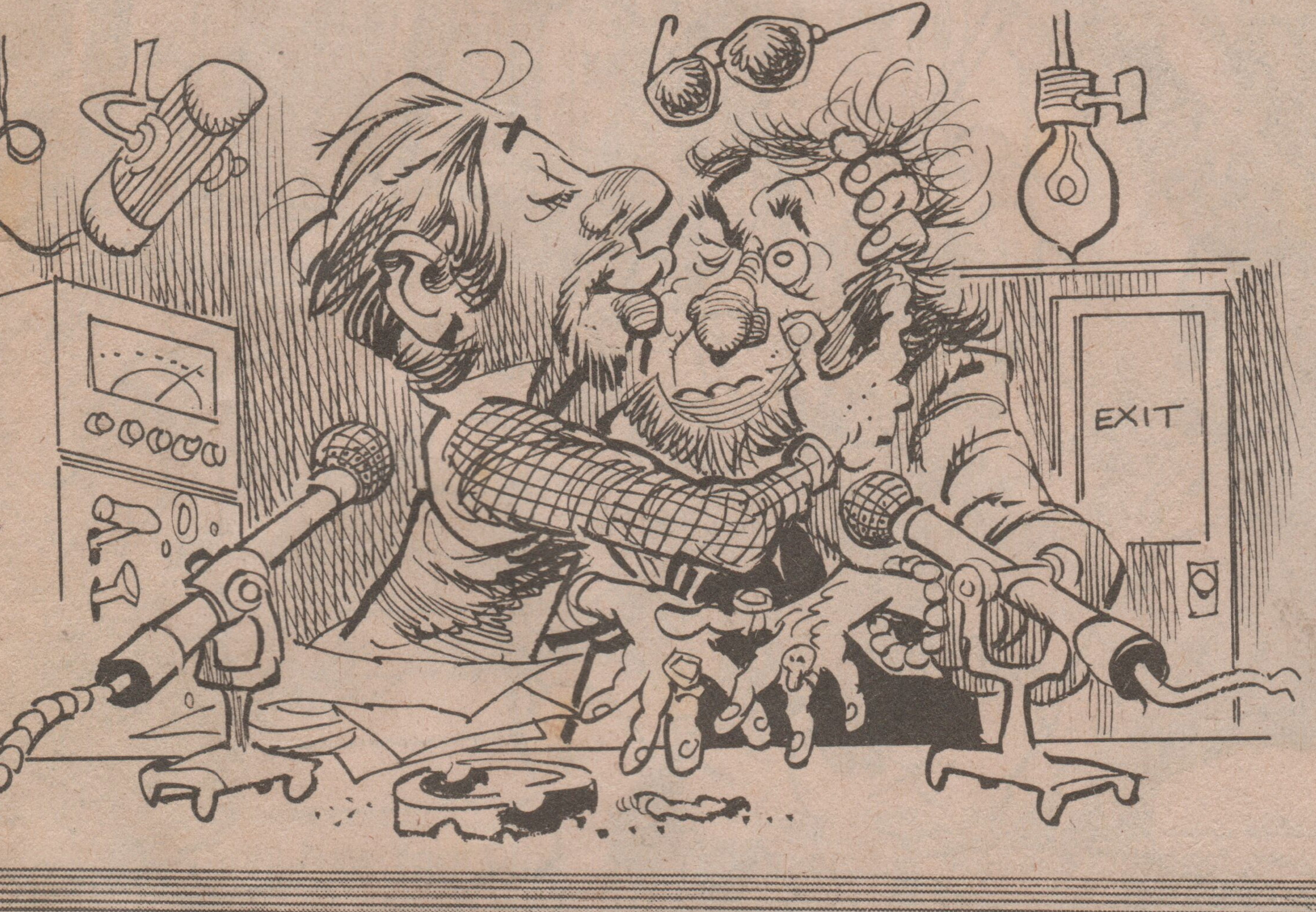
ARTIST:
JACK DAVIS

WRITER:
LOU SILVERSTONE

CHAPTER TWO

This DJ is playing Beethoven!
Third! Fifth! Ninth!
Followed by Vivaldi, Mozart, Copland, Ravel, Mussorgsky, Respighi, Mendelssohn!
Bach! Bach! Bach!
You'll hear no ads for jeans, sneaks, or acne creams!
Is this because of the DJ's respect for the serious composers?
Don't be a shmendrick! This is because of the sponsor's respect for the ratings which tell them that teens with big bucks don't listen to this square station!
Beethoven was no Mick Jagger!



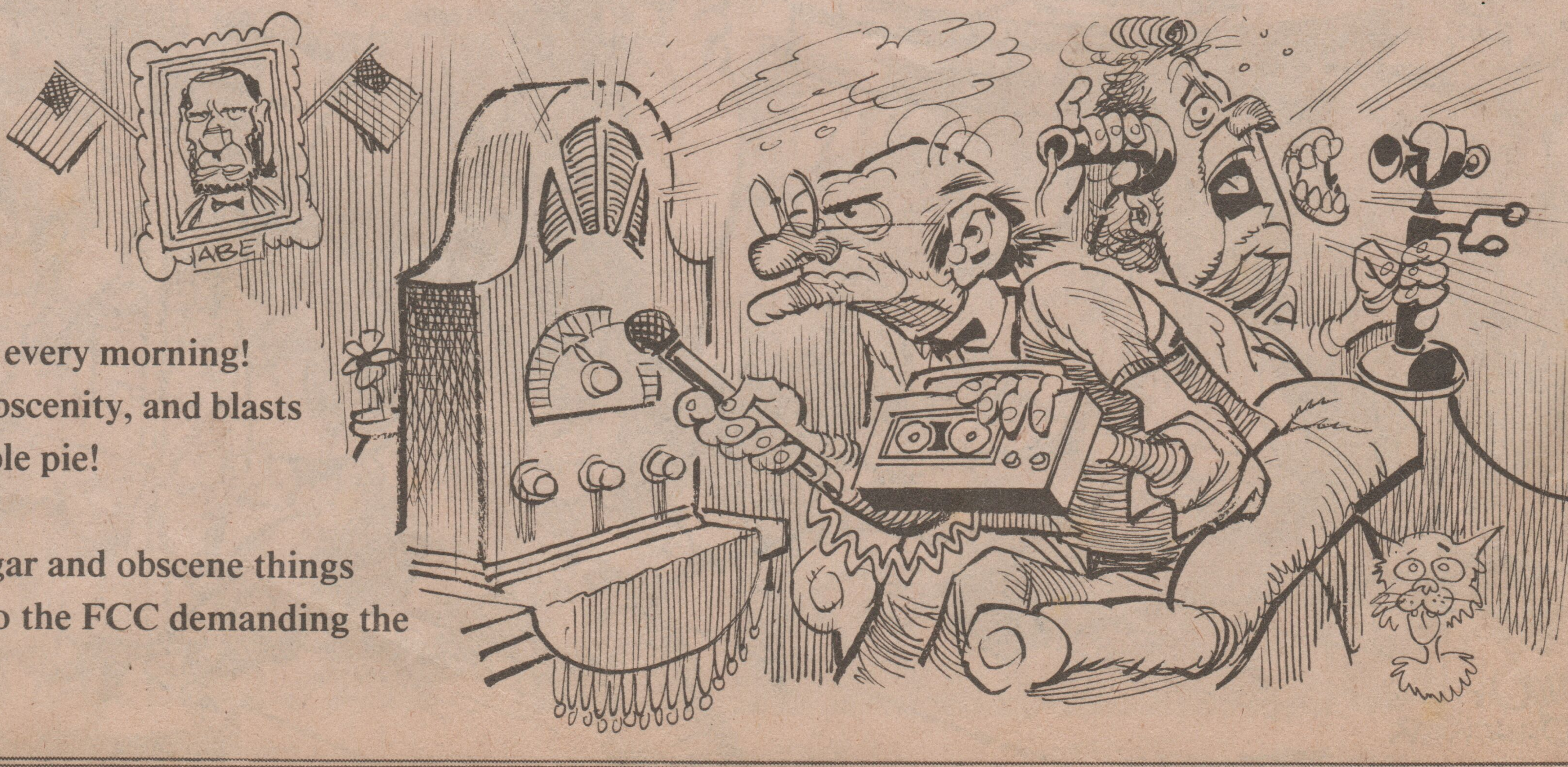


CHAPTER FOUR

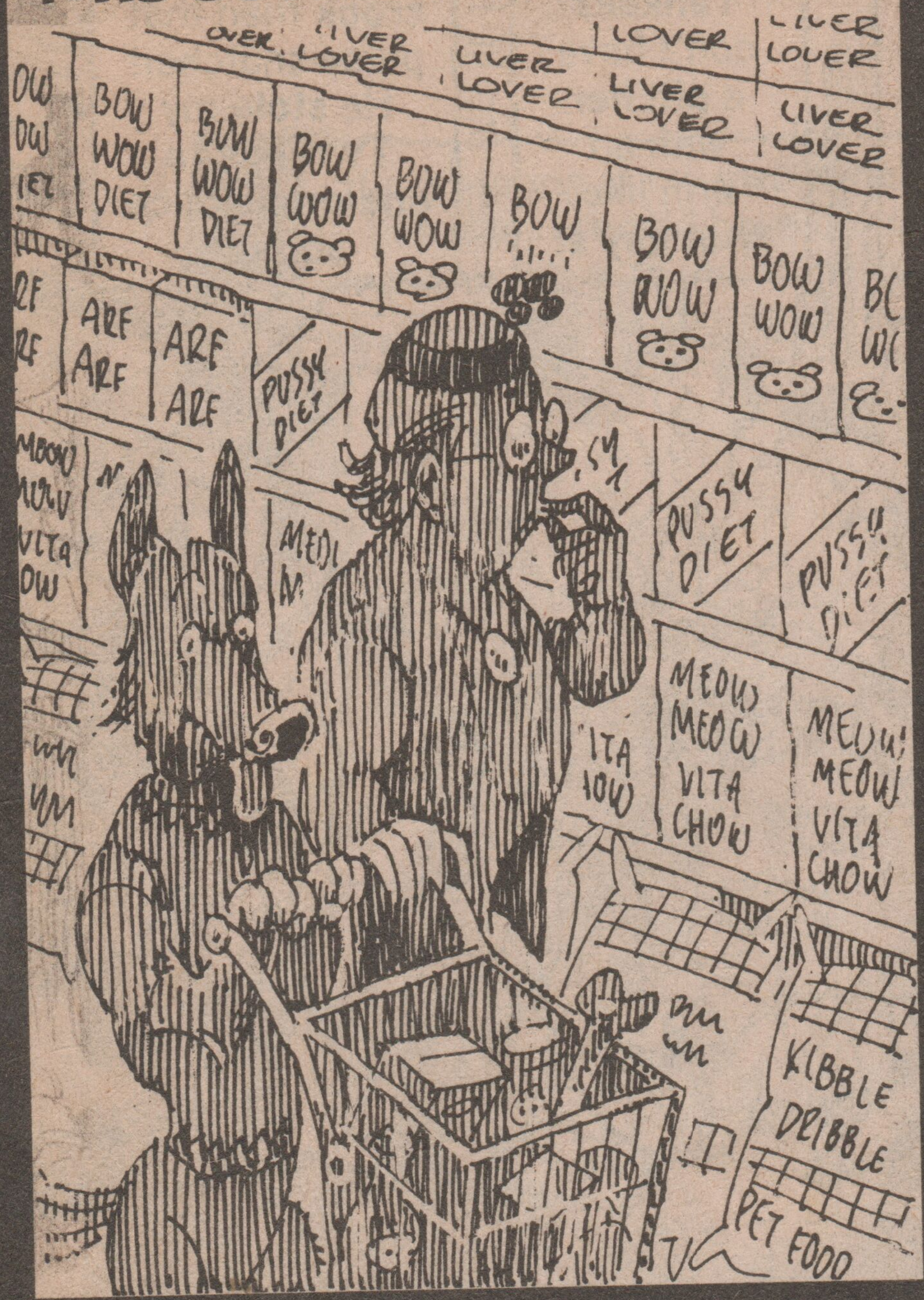
See the DJ is interviewing his guest!
He plays his guest's recordings!
He tells his guest how great he is!
At the show's end, he invites his guest to come back anytime!
Does he really like the guest that much?
Does he really think the guest is as wonderful as he said all show?
Don't be a shmendrick! The DJ likes anyone who'll do his show free!

CHAPTER SIX

See the angry man and lady!
They listen to this "zany" DJ every morning!
They listen to his vulgarity, obscenity, and blasts at the flag, mom, and apple pie!
Why do they listen to him?
So they can record all the vulgar and obscene things he says—and then write to the FCC demanding the DJ be taken off the air!

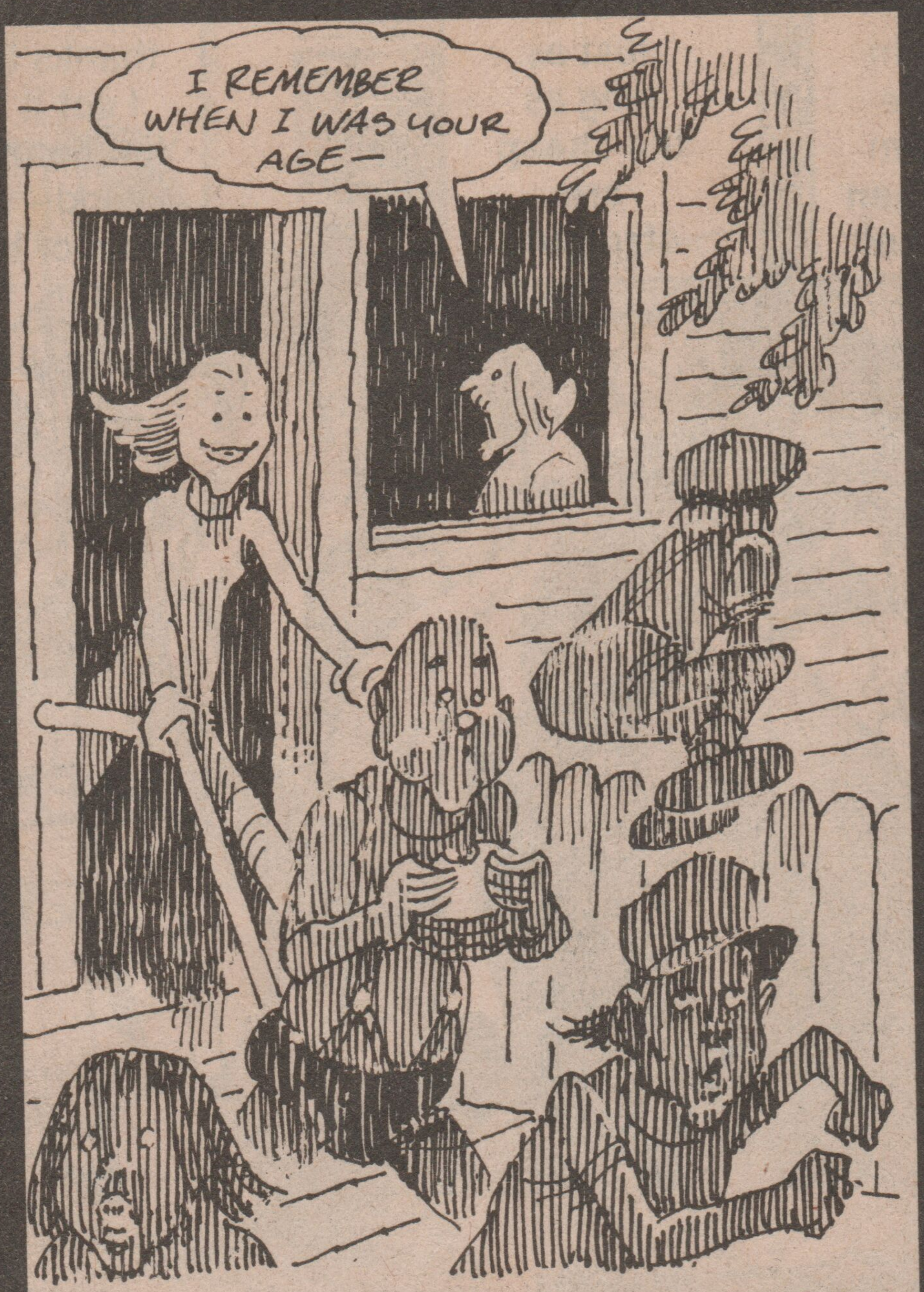


MISCONCEPTION #29


OVER LIVER LOVER
LIVER LOVER
LIVER LOVER
LIVER LOVER
BOW WOW DIET
ARF ARF
PUSSY DIET
MEOW MEOW VITA CHOW
KIBBLE DRIBBLE
PET FOOD

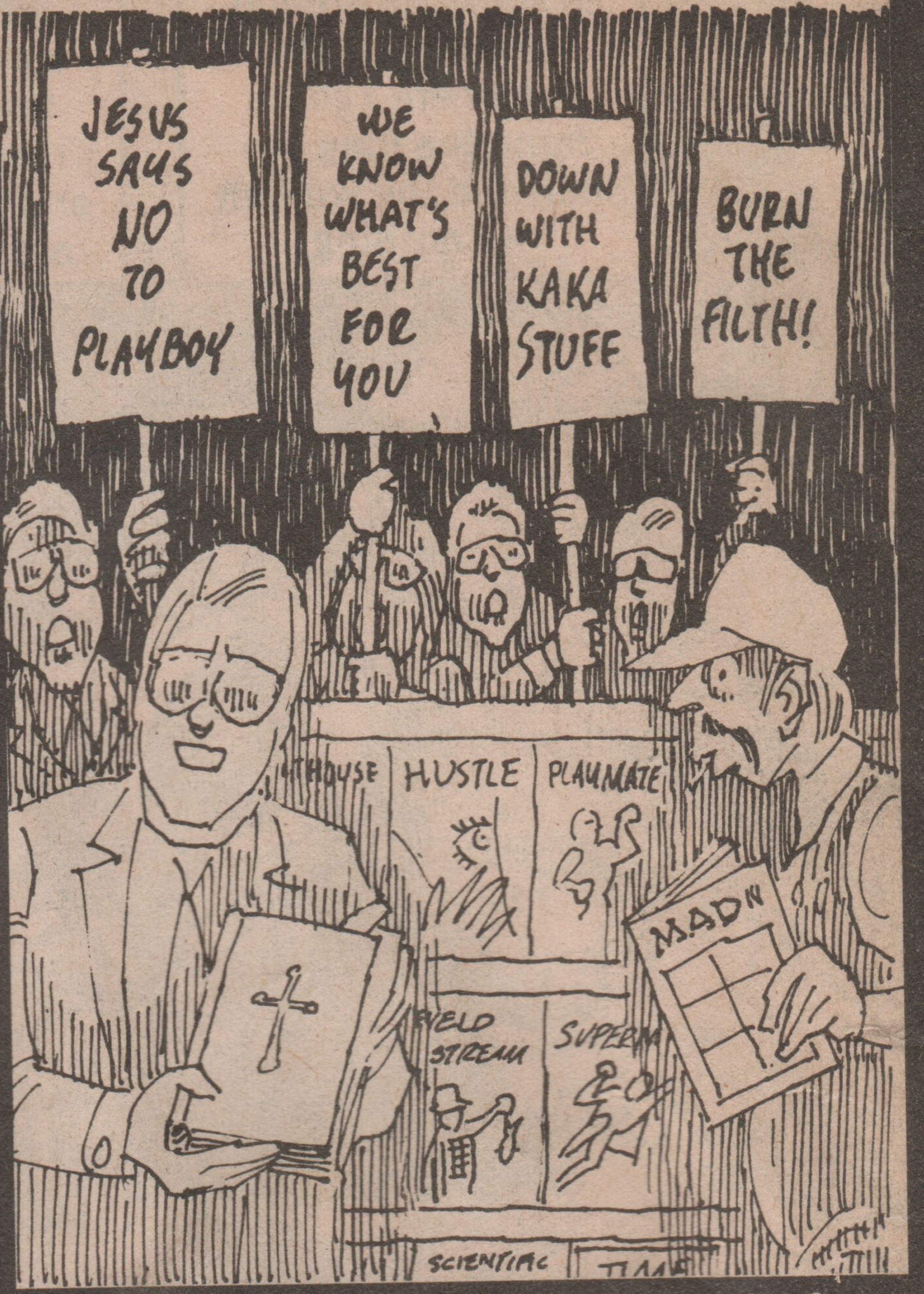
If you don't feed your pets the right nationally advertised pet food they'll stop eating and die.

MISCONCEPTION #701


I REMEMBER WHEN I WAS YOUR AGE—

The price of a loaf of bread in 1953 is a topic of great interest among most younger people today.

MISCONCEPTION #180


JESUS SAYS NO TO PLAYBOY
WE KNOW WHAT'S BEST FOR YOU
DOWN WITH KAKA STUFF
BURN THE FILTH!
HOUSE
HUSTLE
PLAYMATE
MAD
FIELD STREAM
SUPERM
SCIENTIFIC
TIME

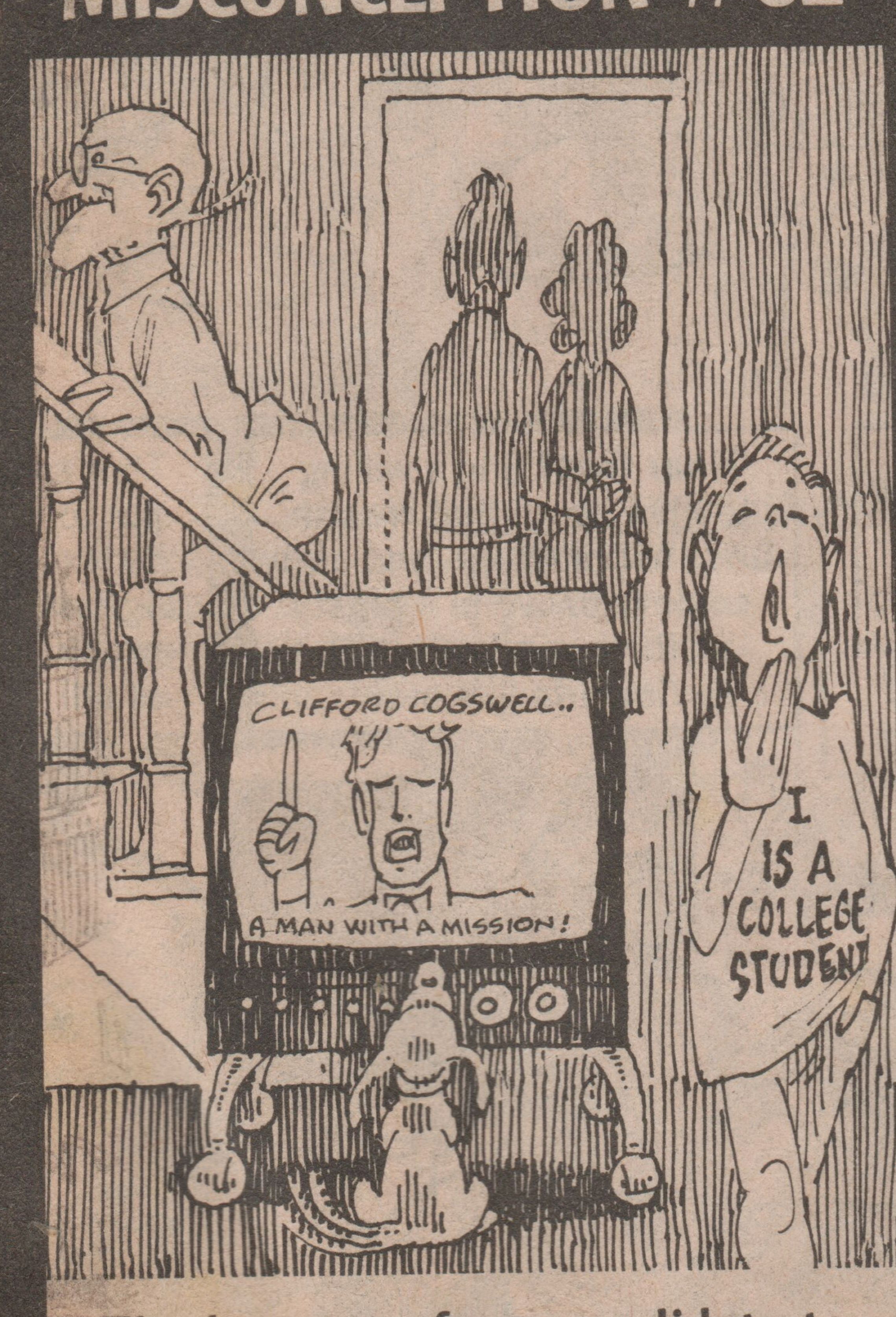
Americans are sick and tired of deciding for themselves what they should or should not read.

HAVING A TRUTH PULLED DEPT.

A MAD LOOK AT SOME WIDELY HELD

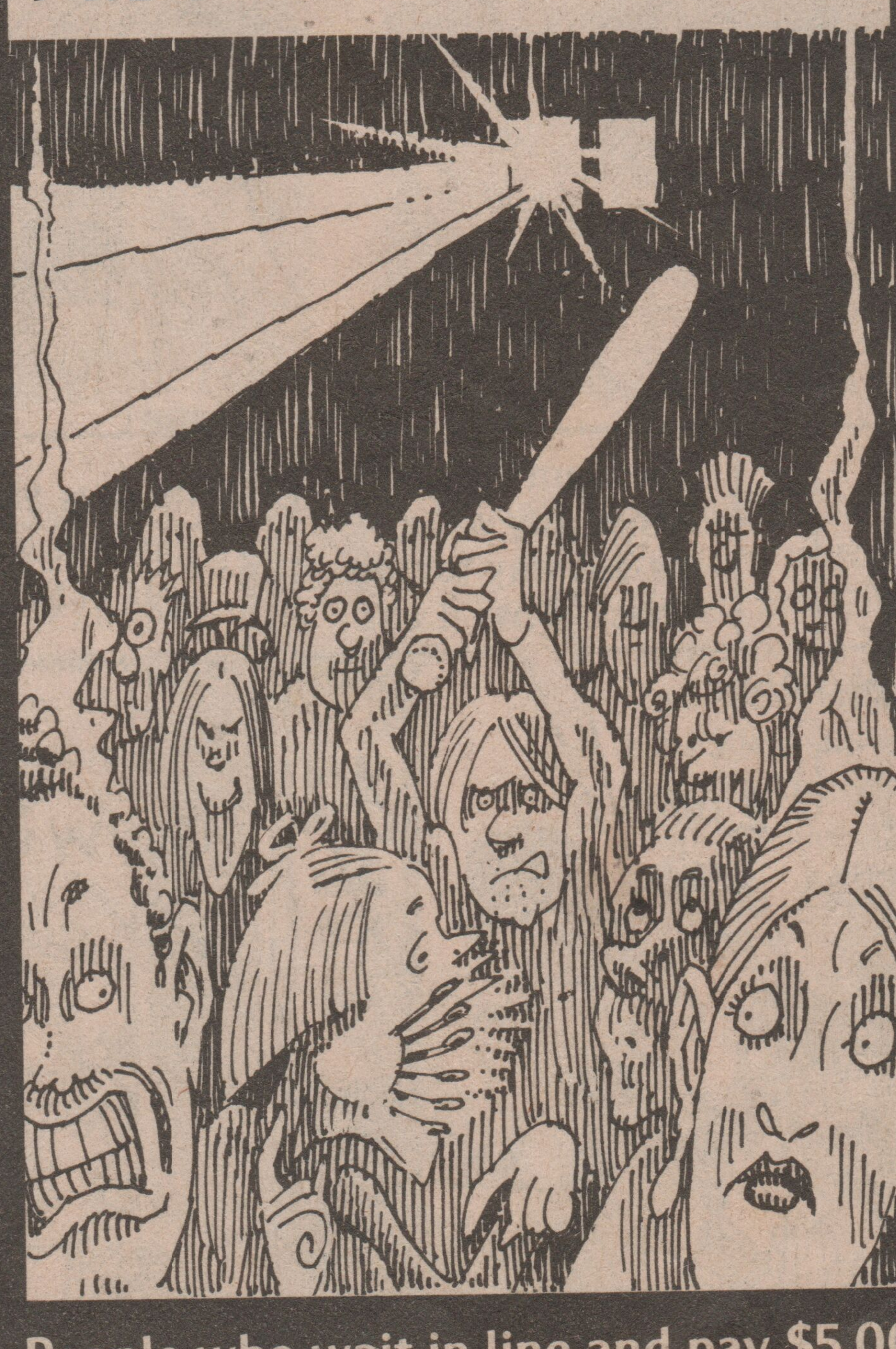
ARTIST: HARVEY KURTZMAN

MISCONCEPTION #82


CLIFFORD COGSWELL..
A MAN WITH A MISSION!
I IS A COLLEGE STUDENT

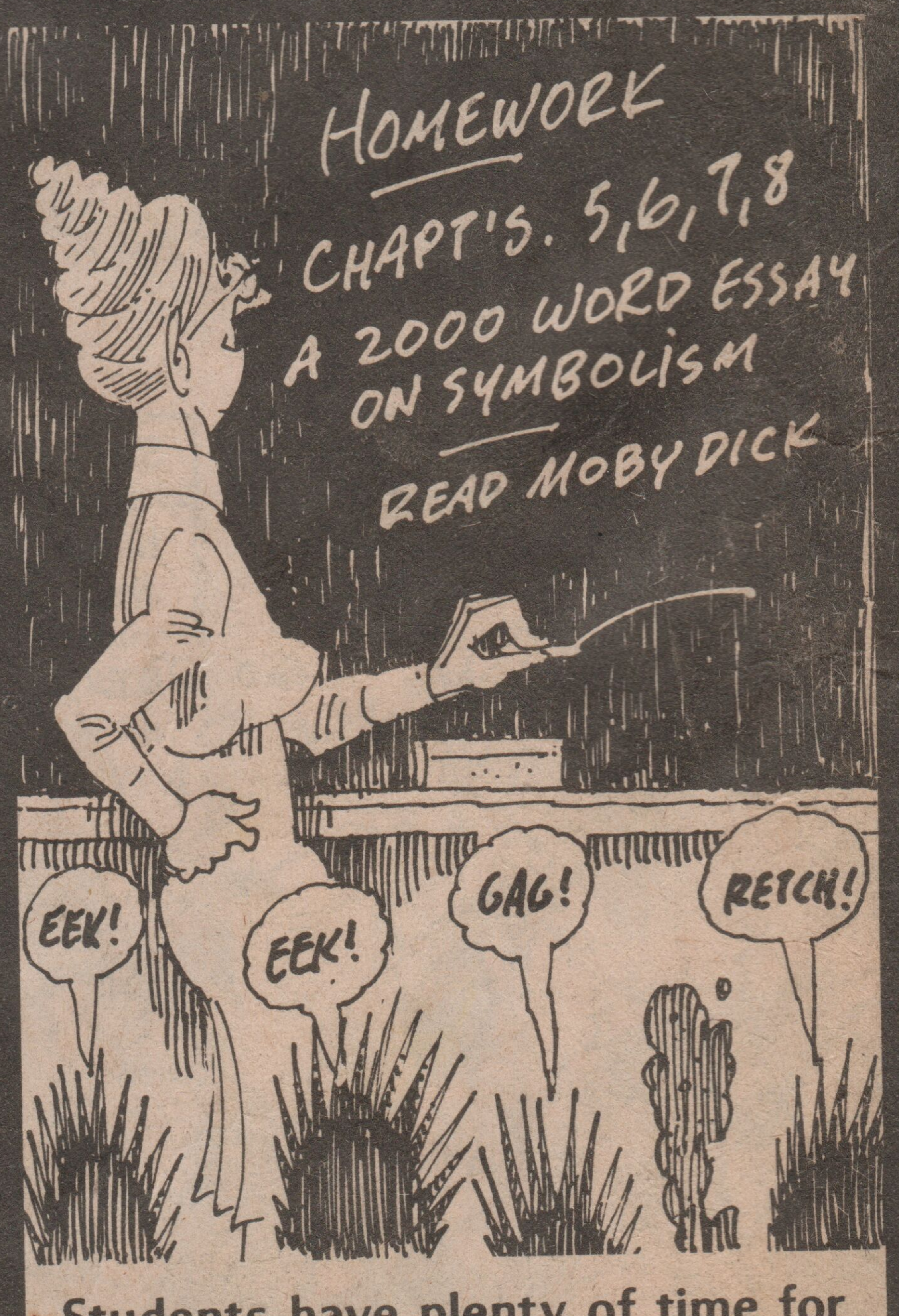
The best way for a candidate to "win over" voters is to pre-empt their favorite television show with a half-hour political spiel.

MISCONCEPTION #425



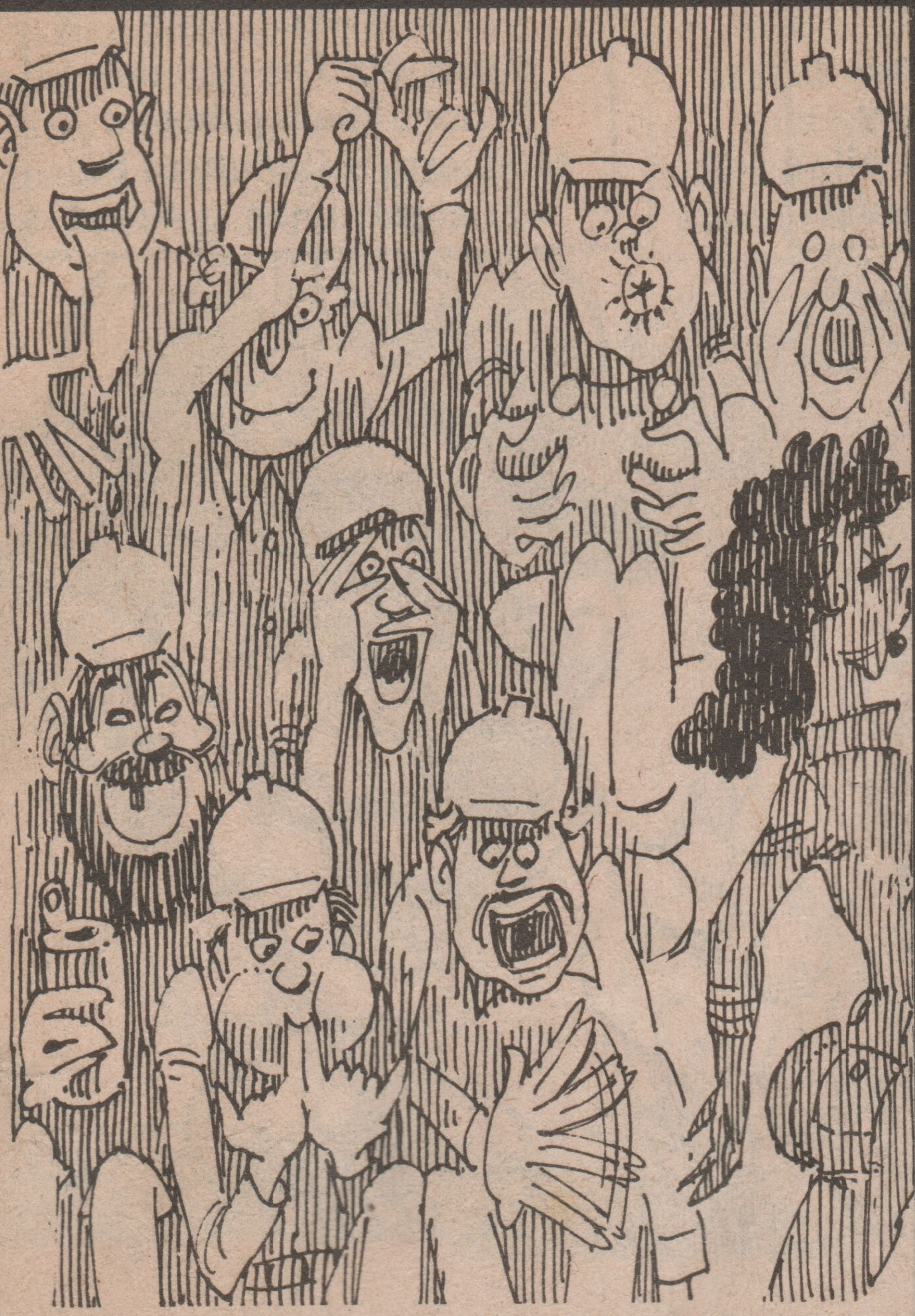
People who wait in line and pay $5.00 for a theater seat would much rather listen to a neighbor's "running commentary" than watch the movie itself.

MISCONCEPTION #65


HOMEWORK
CHAPT'S. 5,6,7,8
A 2000 WORD ESSAY ON SYMBOLISM
READ MOBY DICK
EEK!
EEK!
GAG!
RETCH!

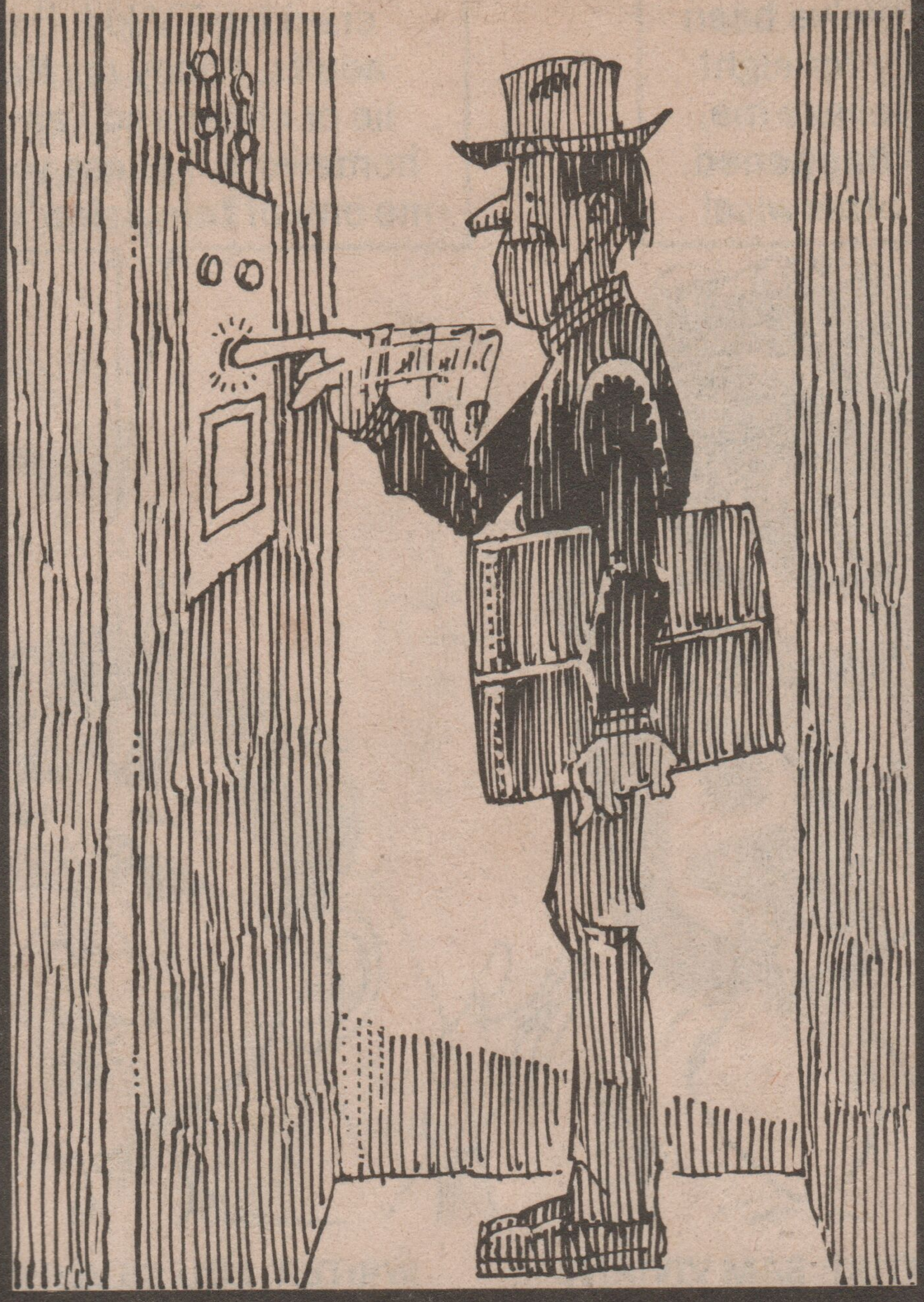
Students have plenty of time for extra homework—especially since their other four or five teachers don't believe in assigning any.

MISCONCEPTION #14



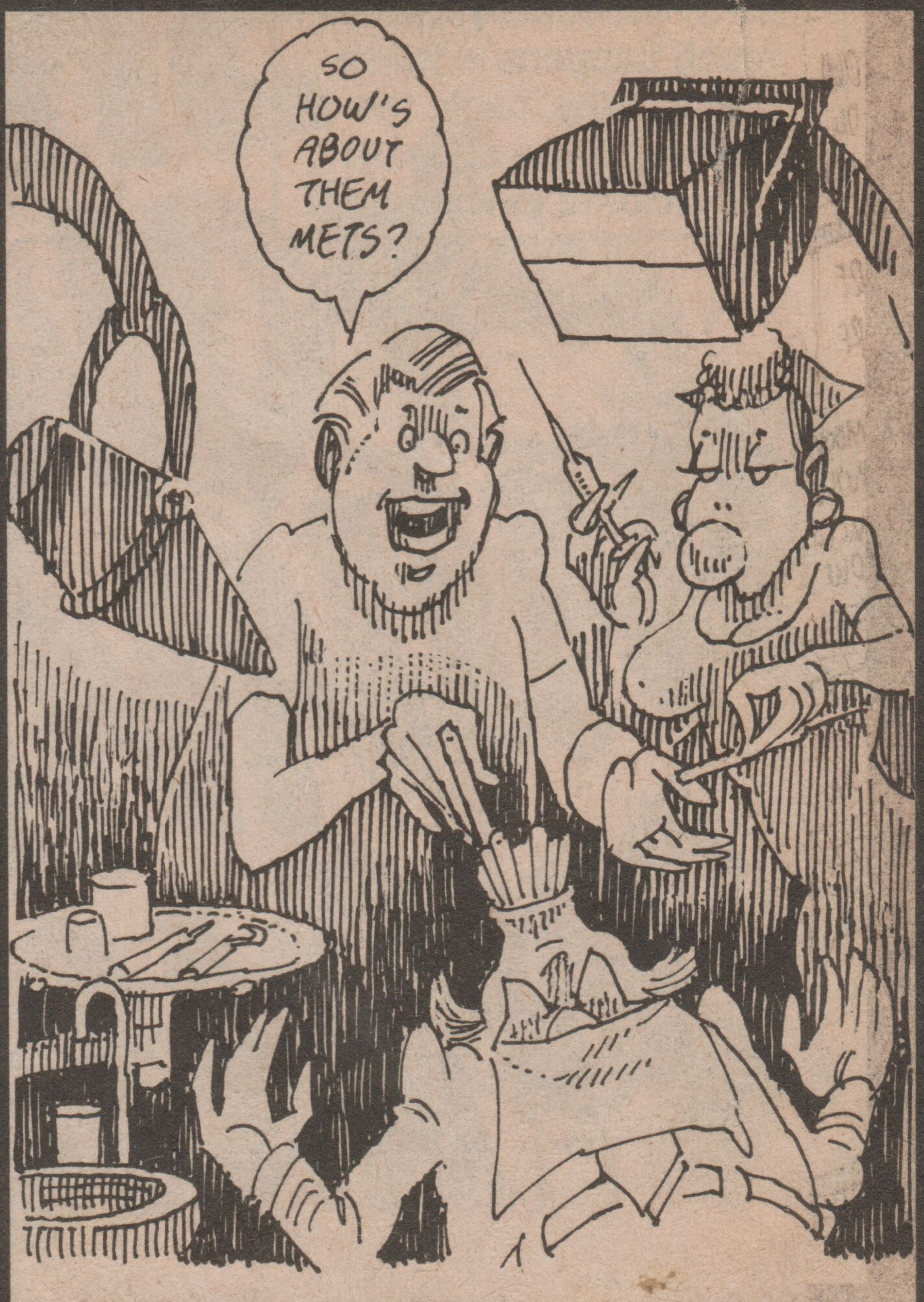
Attractive women can't resist obscene propositions from sweaty, overweight men in smelly T-shirts.

MISCONCEPTION #213



Elevators are intelligent beings and sense impatience when someone bangs their buttons repeatedly.

MISCONCEPTION #566

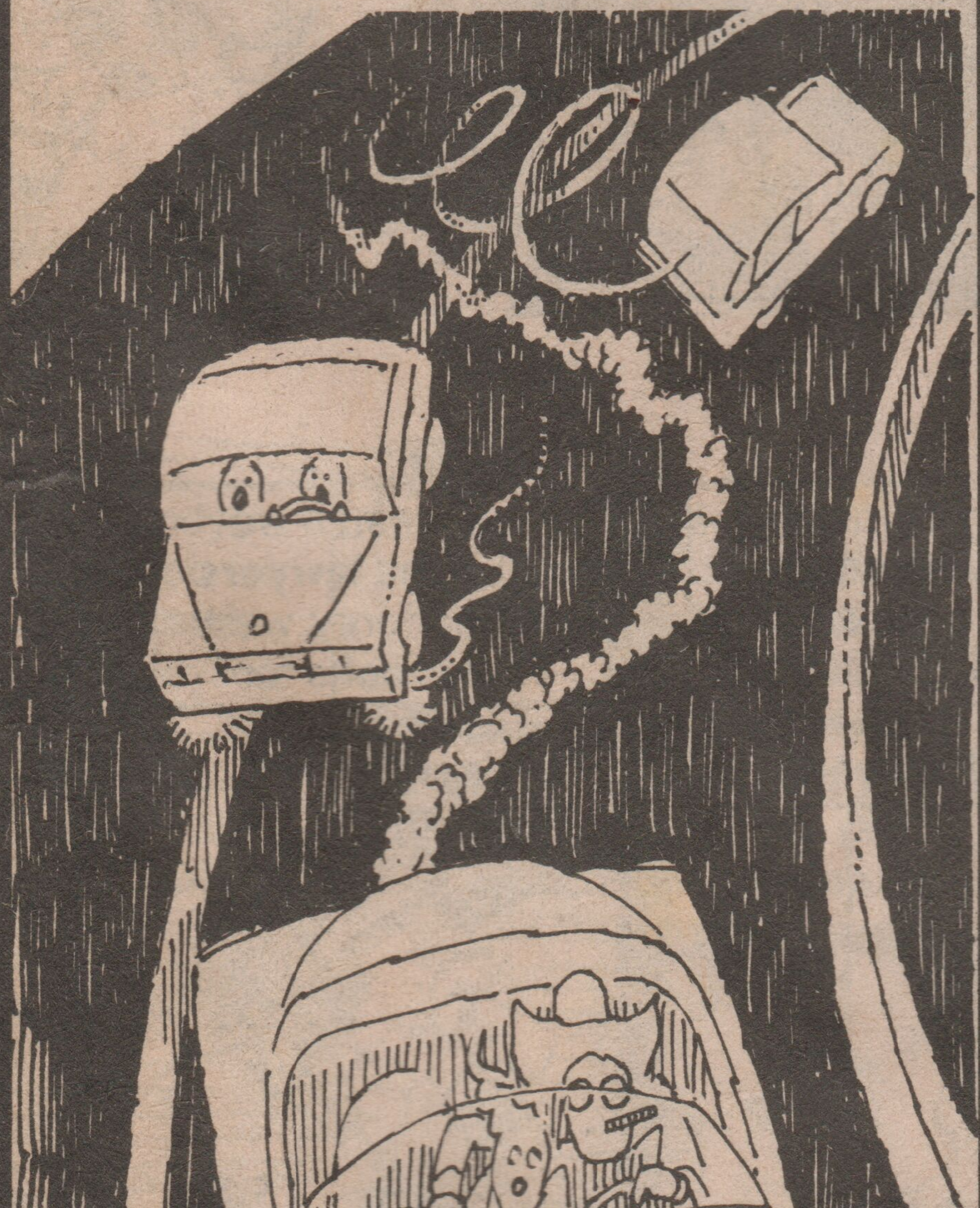

SO HOW'S ABOUT THEM METS?

Nothing stimulates conversation like a mouthful of Novocain, dental instruments and fingers.

MISCONCEPTIONS

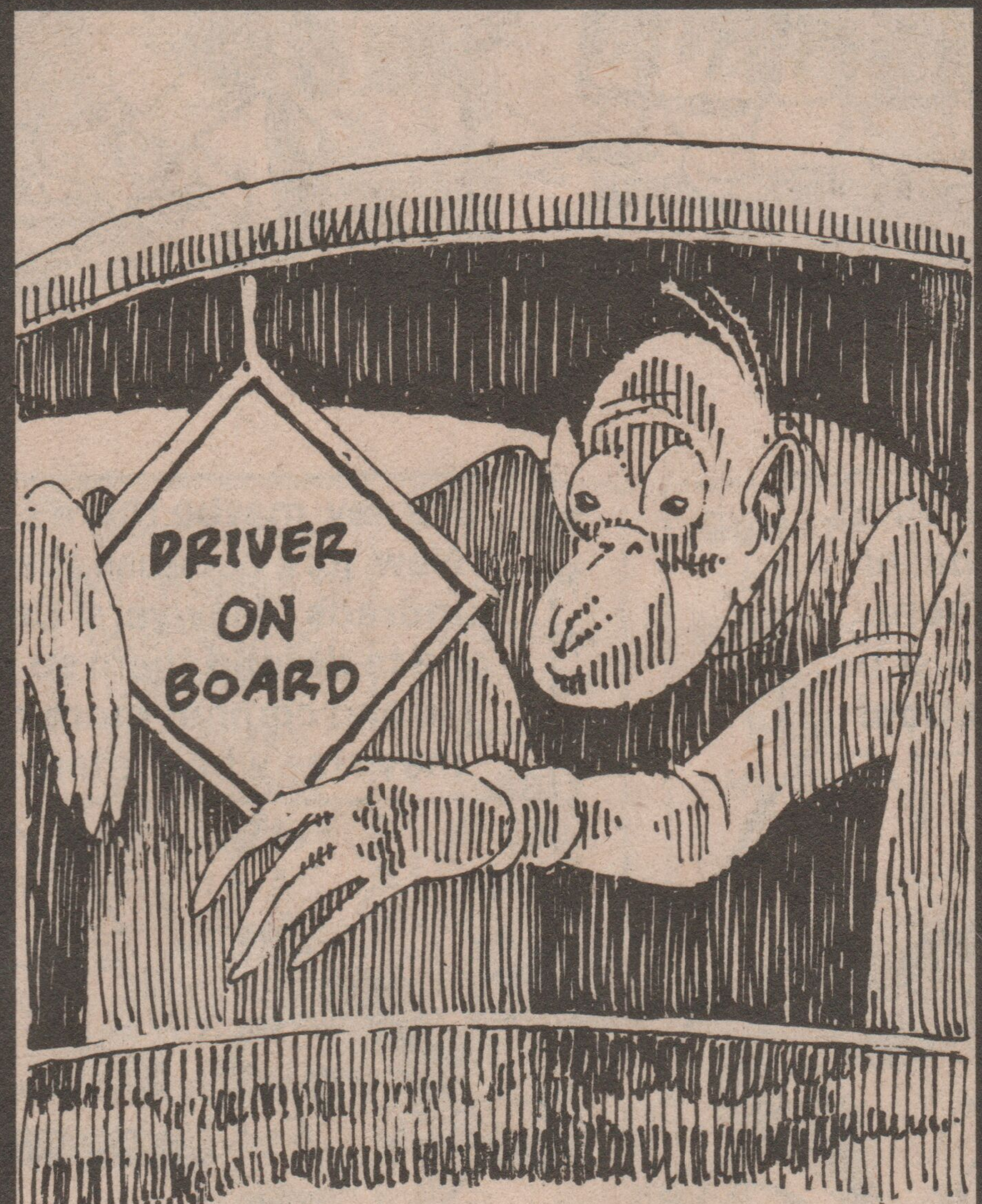
WRITER: MIKE SNIDER

MISCONCEPTION #31



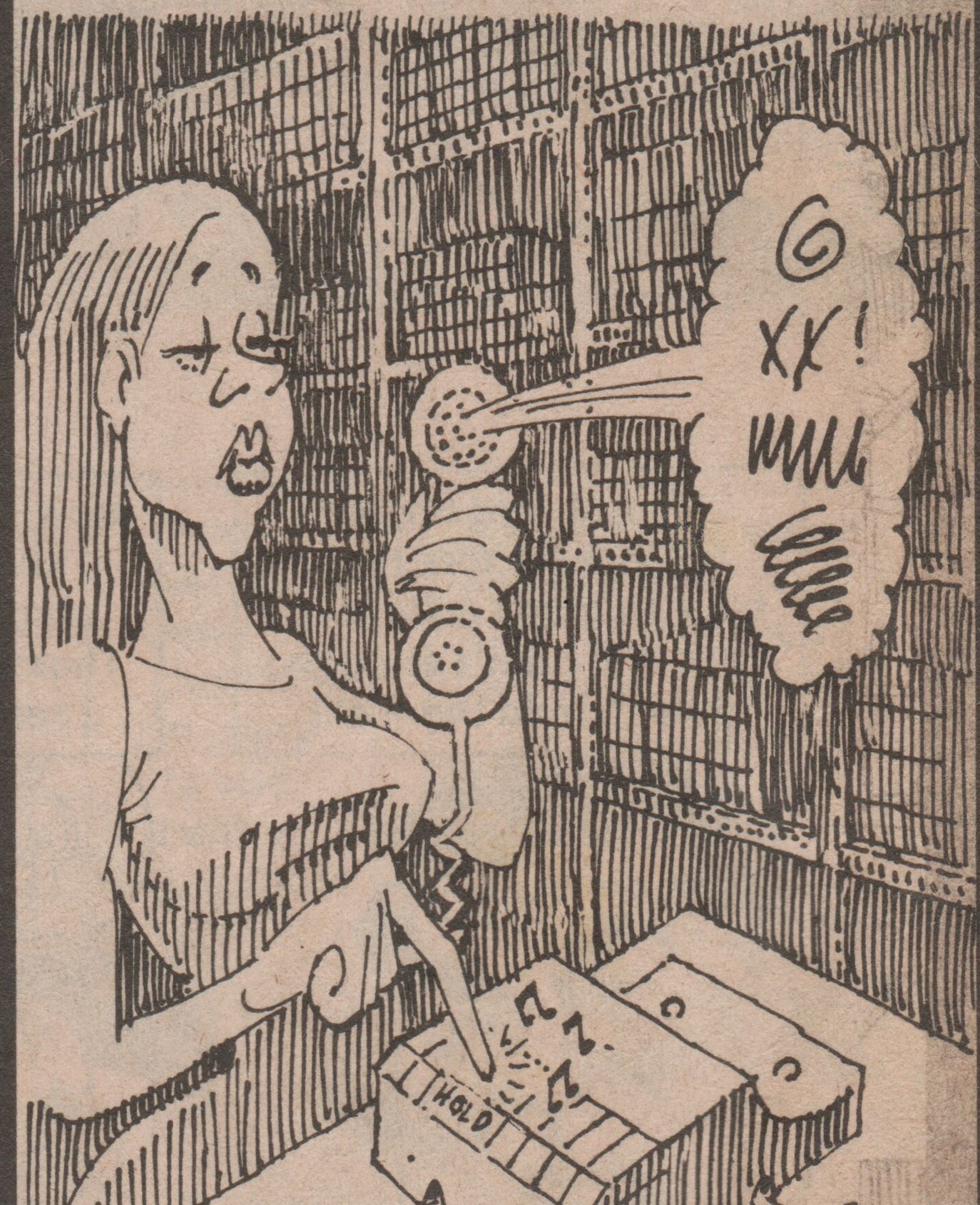
Especially in high-speed traffic, using directional signals before making a lane change is unnecessary between experienced drivers.

MISCONCEPTION #7



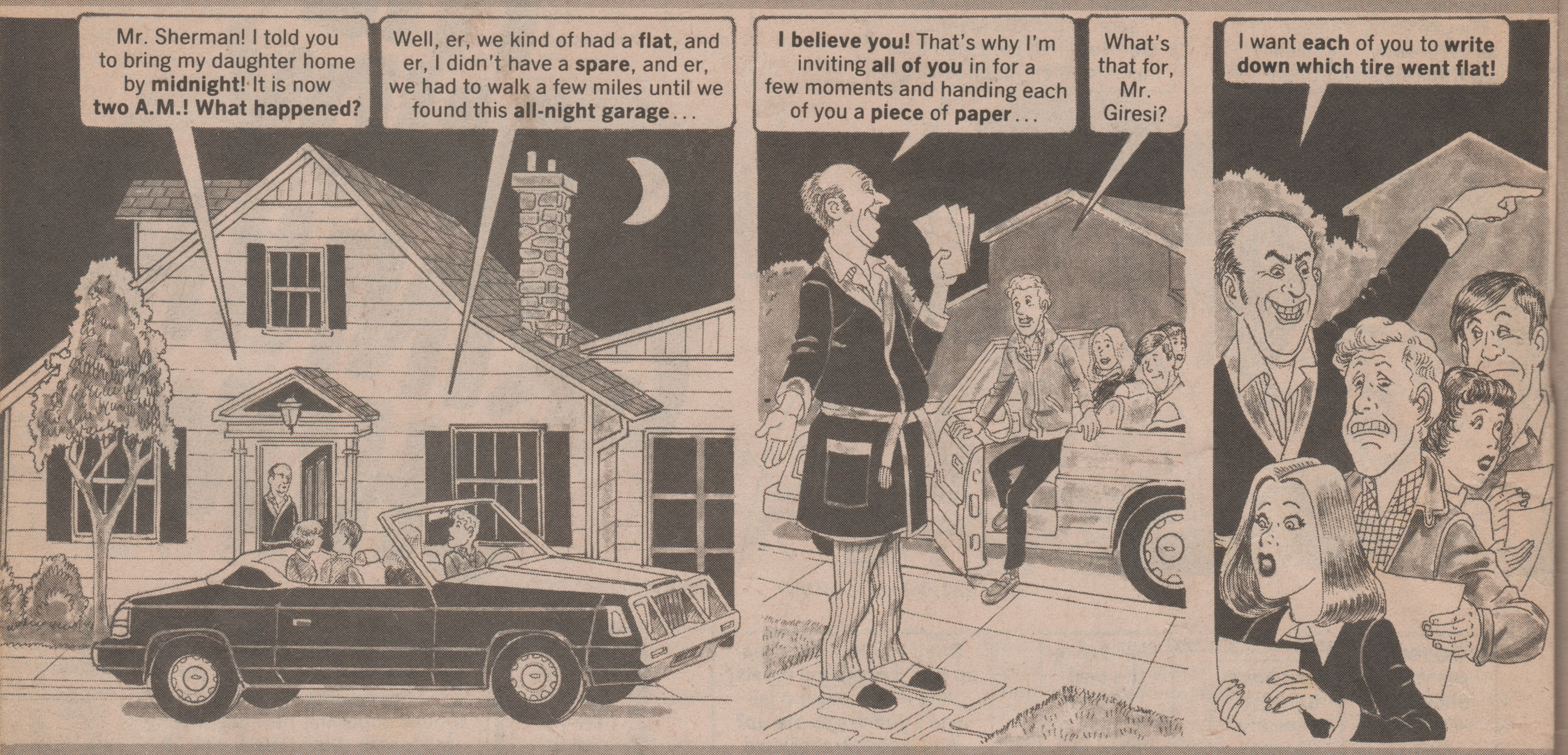
There is nothing that shows your cleverness and wit better than a store-bought "gag sign" which five million people already own.

MISCONCEPTION #37



The proper greeting for a caller to a Customer Service line is 25 minutes of "The Hollywood Strings Play the Best of Barry Manilow."

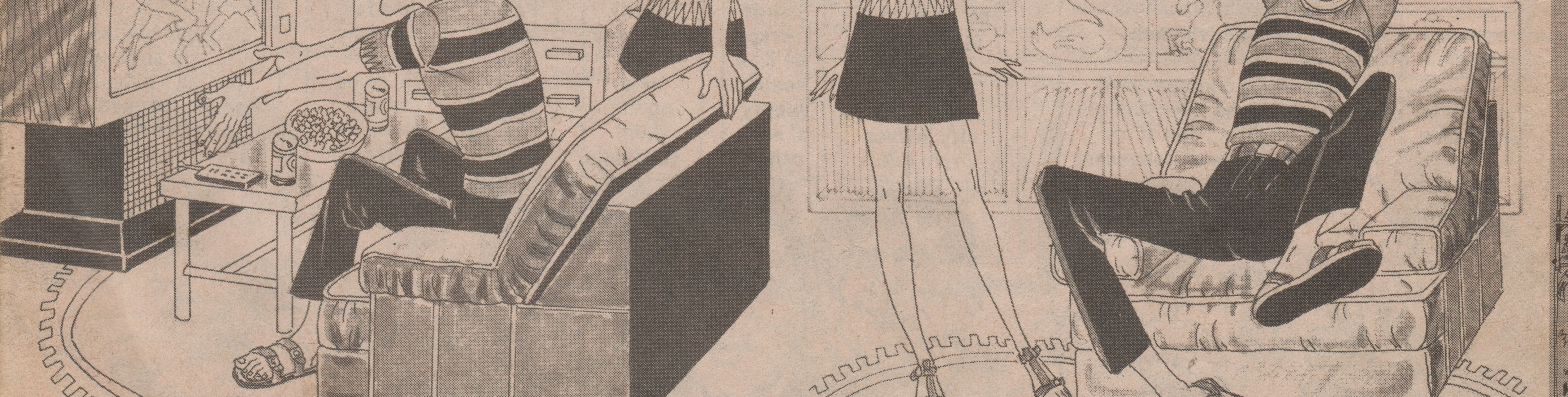
FATHERS

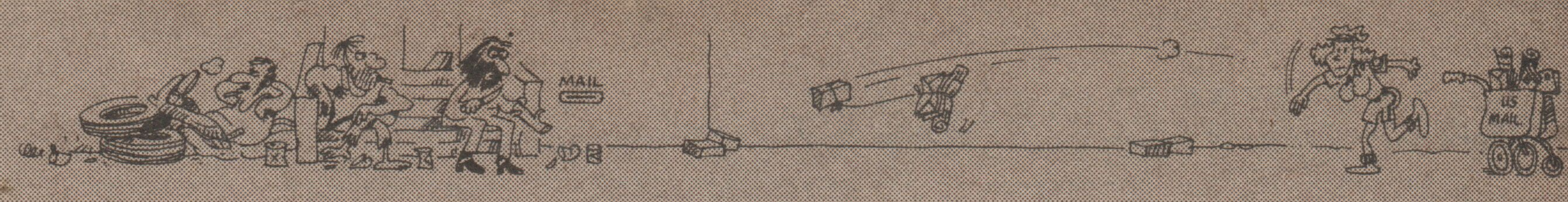

Mr. Sherman! I told you to bring my daughter home by **midnight!** It is now **two A.M.! What happened?**
Well, er, we kind of had a **flat**, and er, I didn't have a **spare**, and er, we had to walk a few miles until we found this **all-night garage**...
I believe you! That's why I'm inviting **all of you** in for a few moments and handing each of you a **piece** of **paper**...
What's that for, Mr. Giresi?
I want **each** of you to **write down which tire went flat!**

BERG'S-EYE VIEW DEPT.

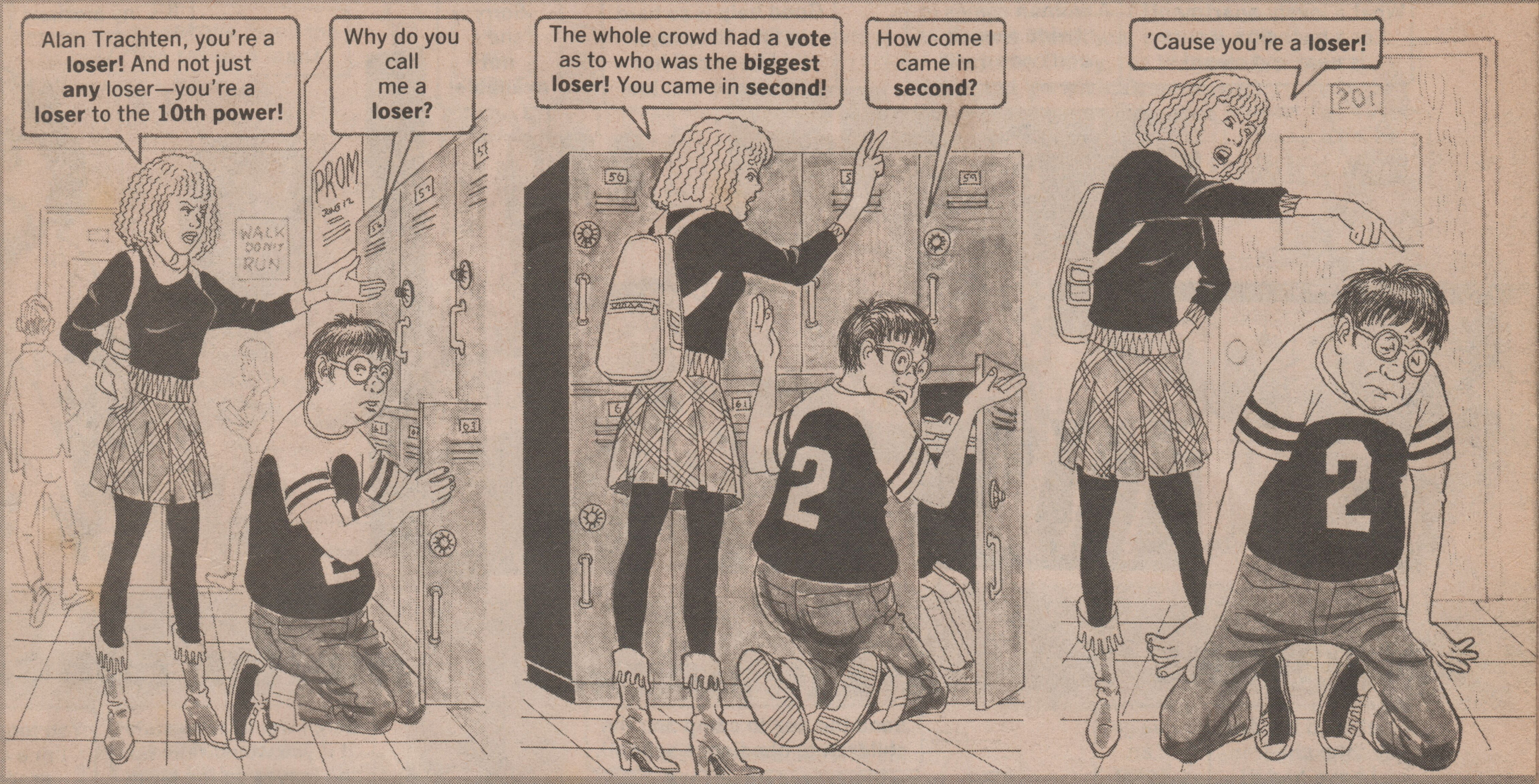
THE LIGHTE

SCHOOL SPIRIT


There they go **again!** Blowing **another lead!** This **basketball team** hasn't won a game **all year!**
Gee, I hope they're **good losers!**
Good? Hell, they're **absolutely perfect!**


MAIL
10 MAIL

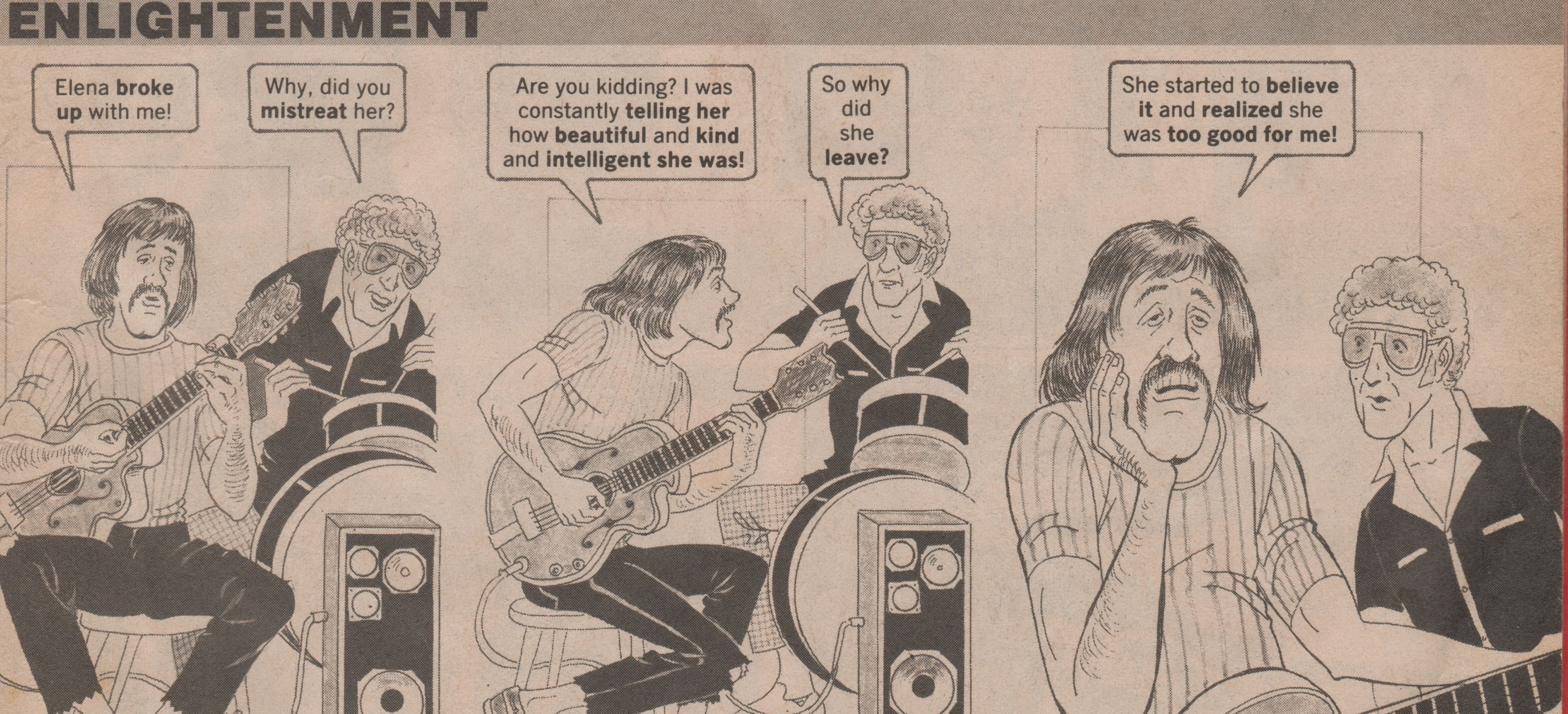
EVALUATIONS


Alan Trachten, you're a **loser!** And not just **any** loser—you're a **loser** to the **10th power!**
Why do you call me a **loser?**
PROM
WALK DON'T RUN
The whole crowd had a **vote** as to who was the **biggest loser!** You came in **second!**
How come I came in **second?**
'Cause you're a **loser!**
201

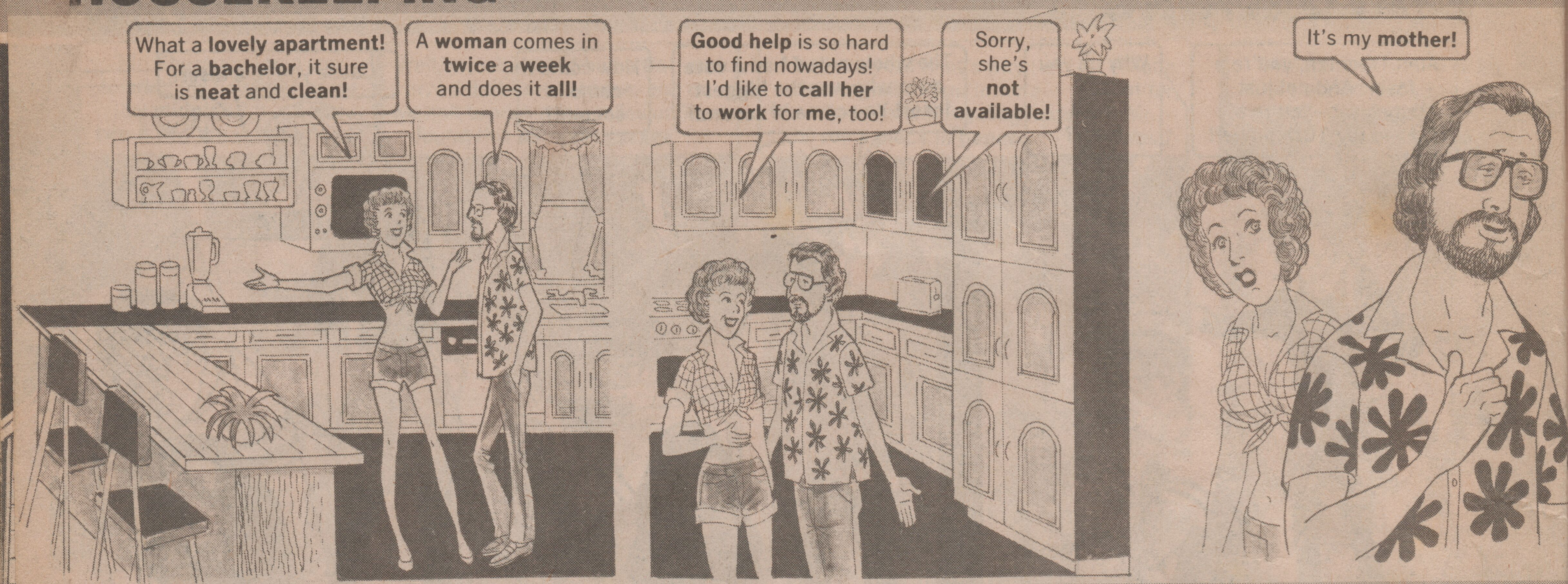
R SIDE OF...

ARTIST & WRITER:
DAVE BERG

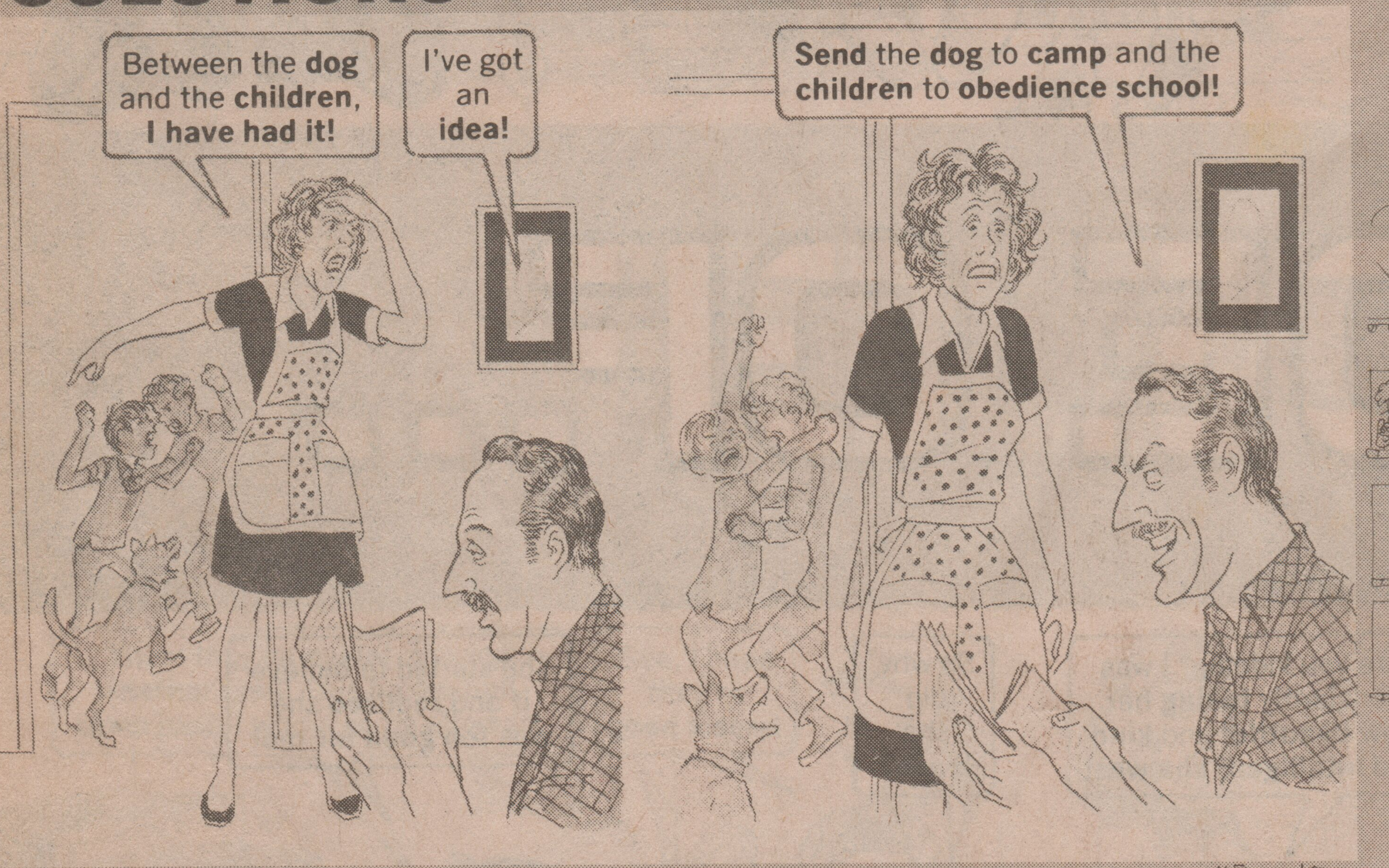
ENLIGHTENMENT

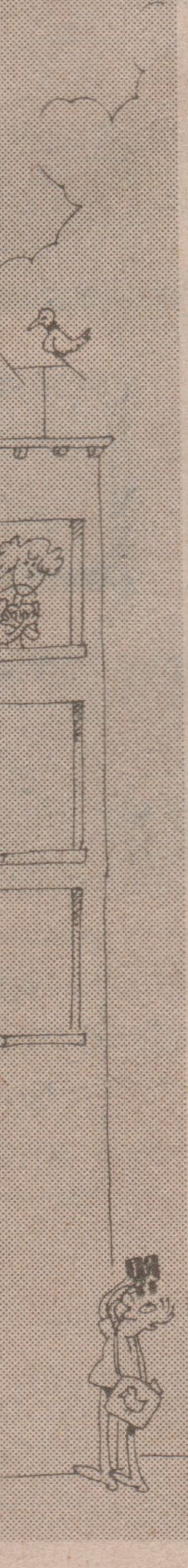

Elena **broke up** with me!
Why, did you **mistreat** her?
Are you kidding? I was constantly **telling her** how **beautiful** and **kind** and **intelligent she was!**
So why did she **leave?**
She started to **believe it** and **realized** she was **too good for me!**

HOUSEKEEPING

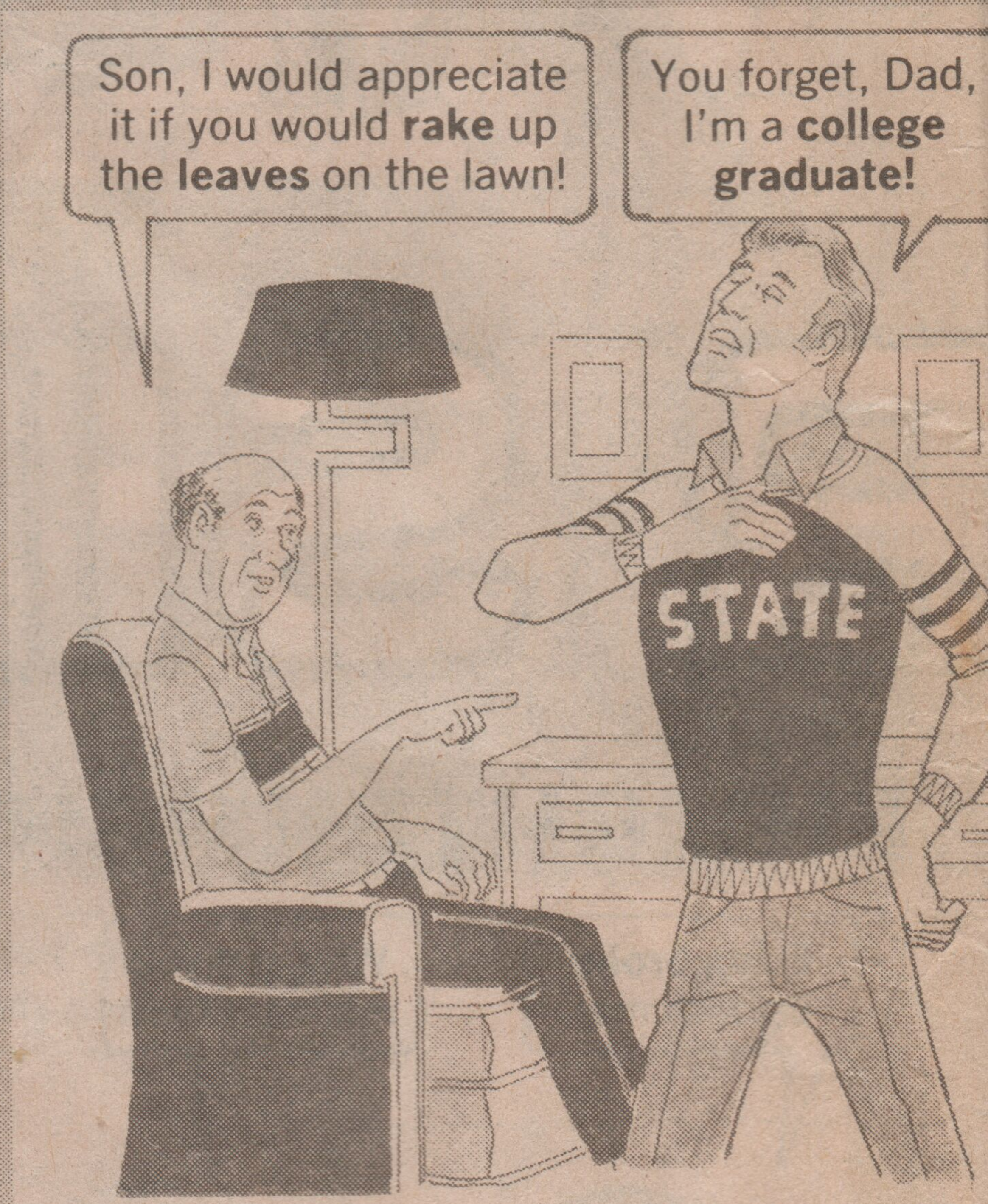

What a lovely apartment! For a bachelor, it sure is neat and clean!
A woman comes in twice a week and does it all!
Good help is so hard to find nowadays! I'd like to call her to work for me, too!
Sorry, she's not available!
It's my mother!

SOLUTIONS

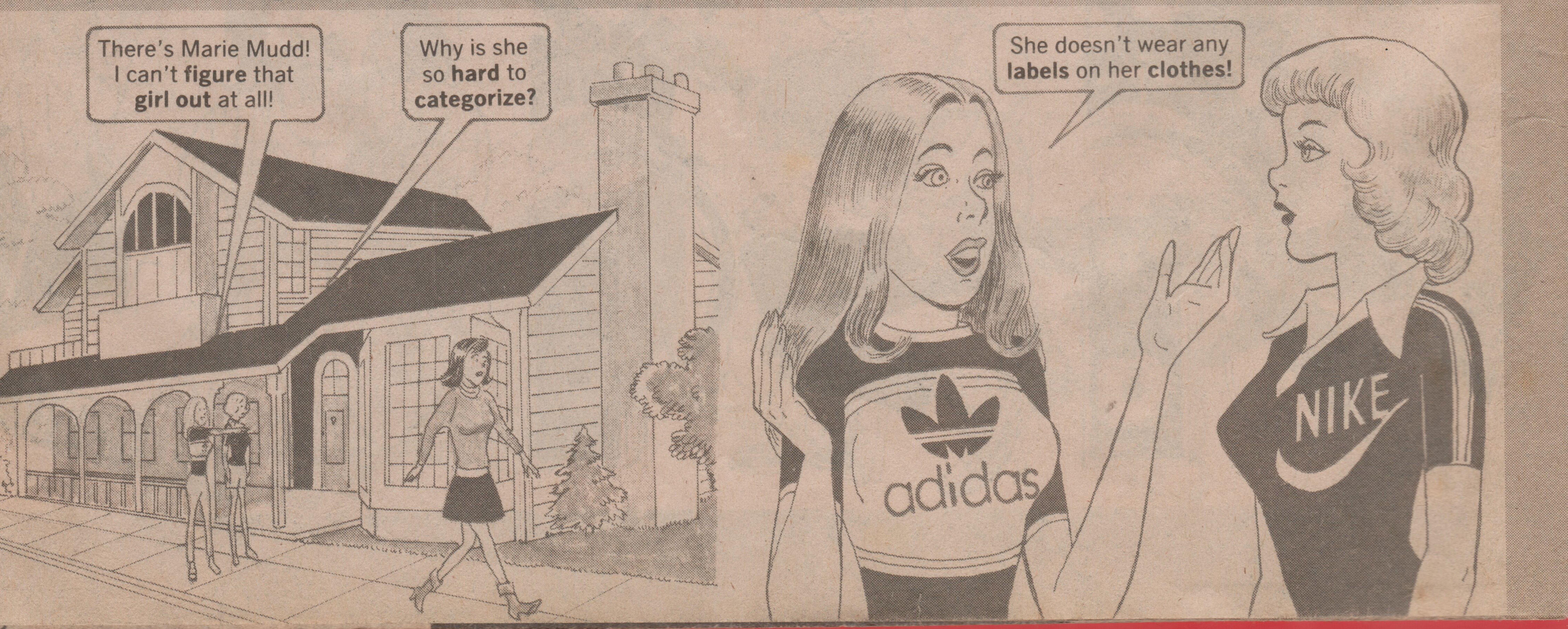

Between the dog and the children, I have had it!
I've got an idea!
Send the dog to camp and the children to obedience school!



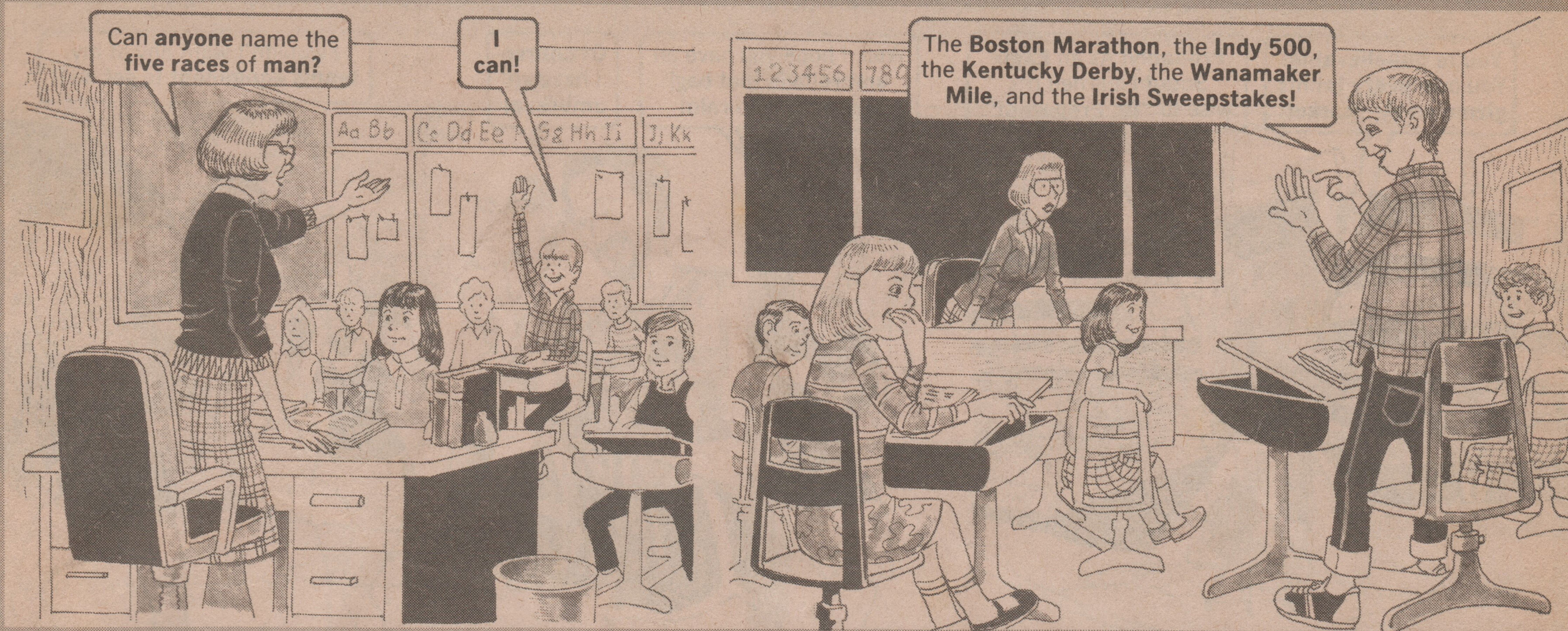
HIGHER EDUCATI


Son, I would appreciate it if you would rake up the leaves on the lawn!
You forget, Dad, I'm a college graduate!
STATE

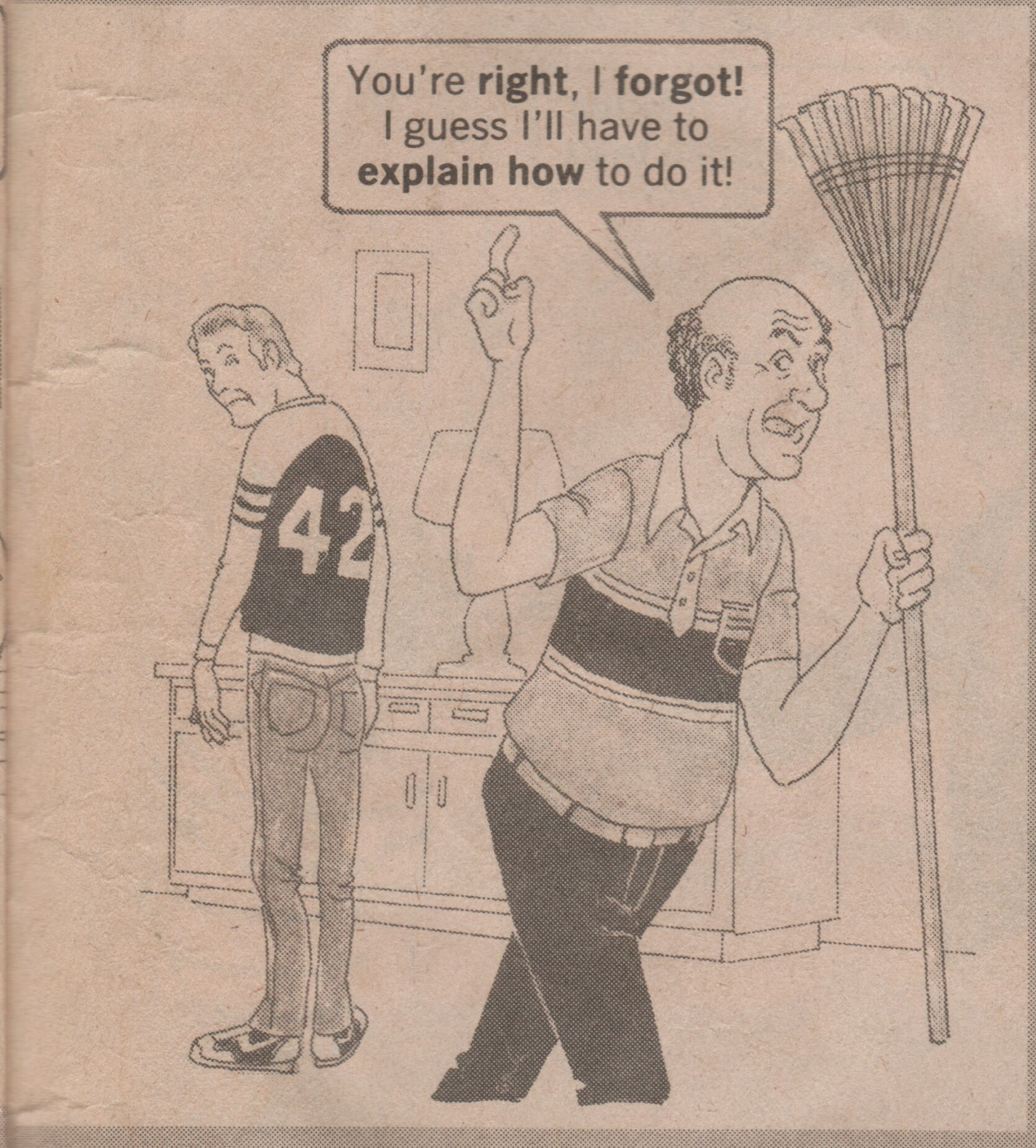
COMMUNICATION


There's Marie Mudd! I can't figure that girl out at all!
Why is she so hard to categorize?
She doesn't wear any labels on her clothes!
adidas
NIKE

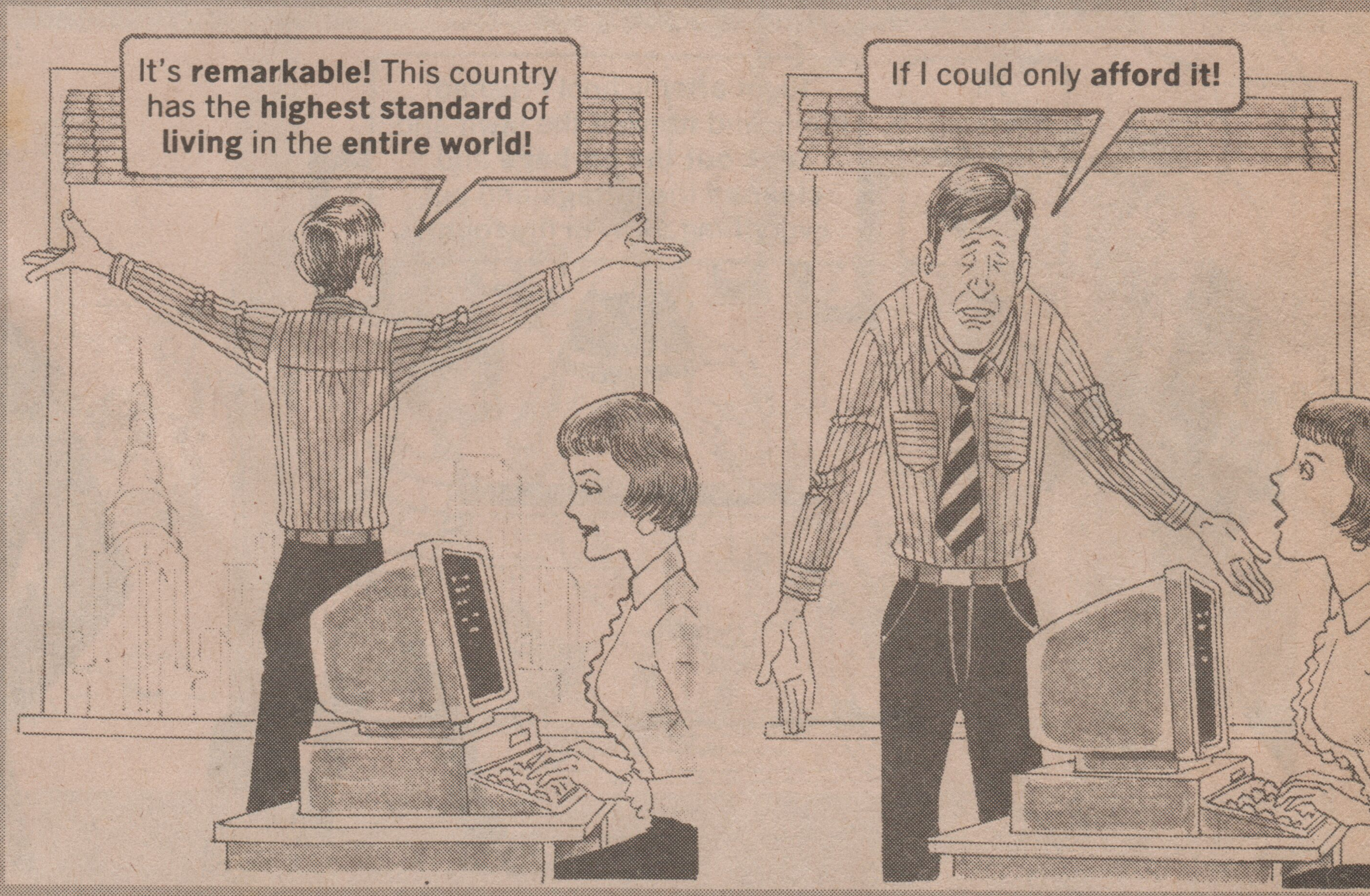
KNOWLEDGE


Can anyone name the five races of man?
I can!
Aa Bb Cc Dd Ee Gg Hh Ii Jj Kk
123456 78
The Boston Marathon, the Indy 500, the Kentucky Derby, the Wanamaker Mile, and the Irish Sweepstakes!

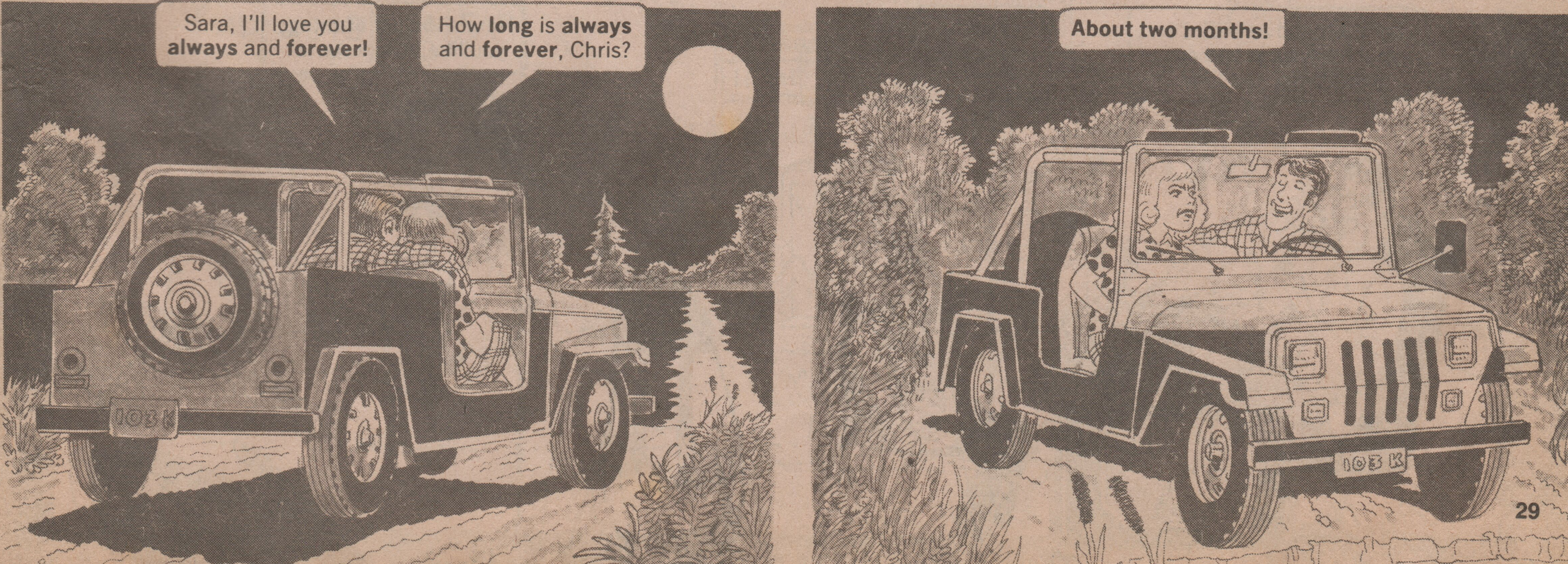
N


You're right, I forgot! I guess I'll have to explain how to do it!
42

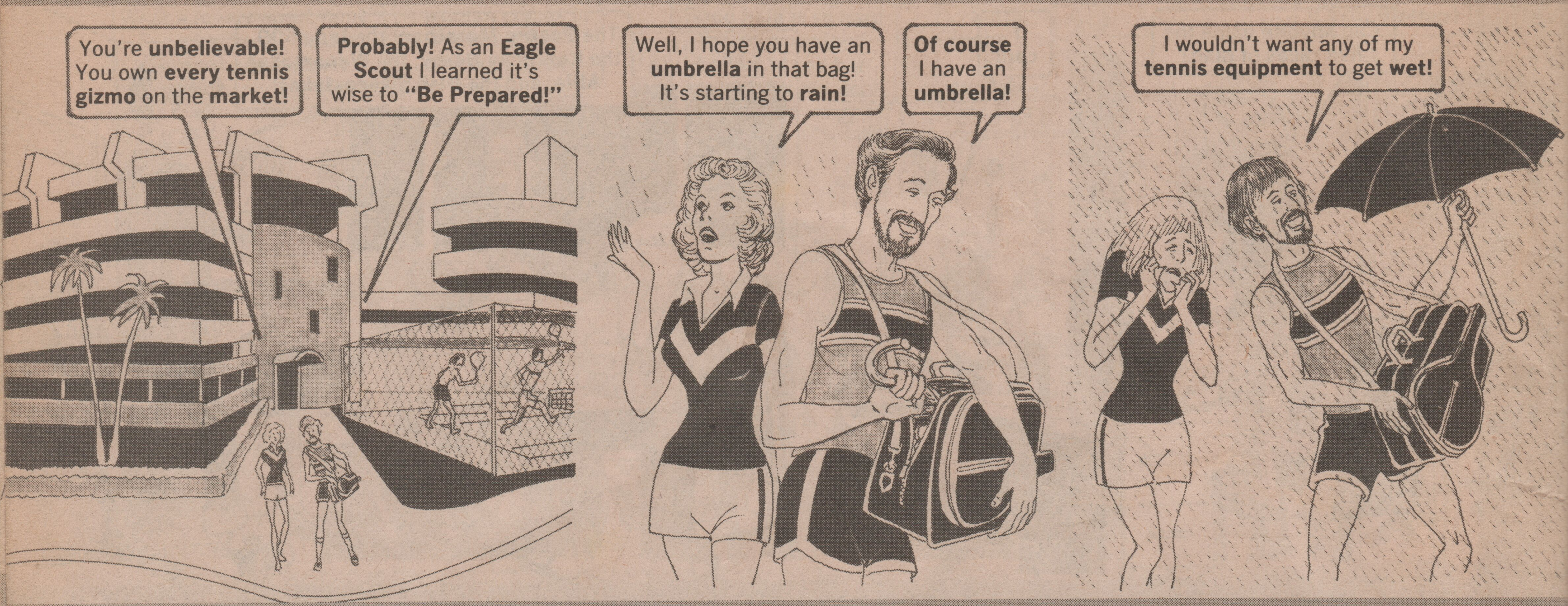
CHAUVINISM


It's remarkable! This country has the highest standard of living in the entire world!
If I could only afford it!

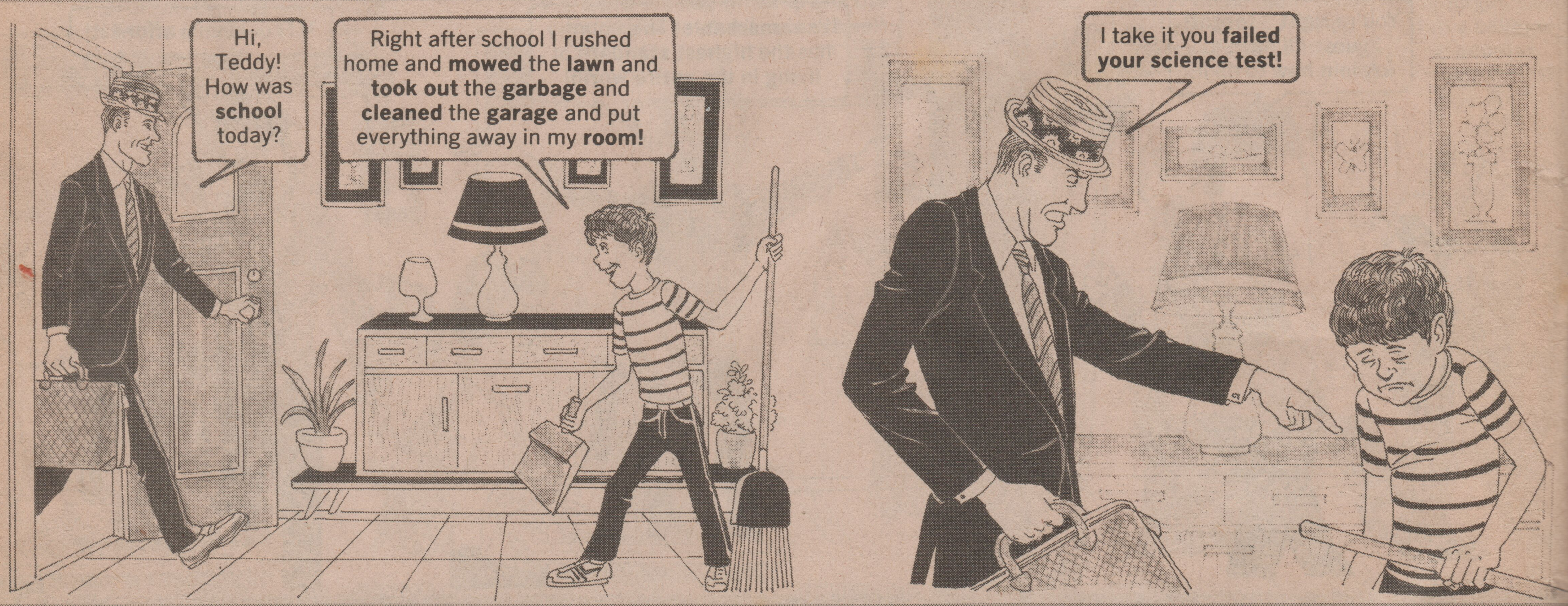
RELATIVITY


Sara, I'll love you always and forever!
How long is always and forever, Chris?
103 K
About two months!
103 K

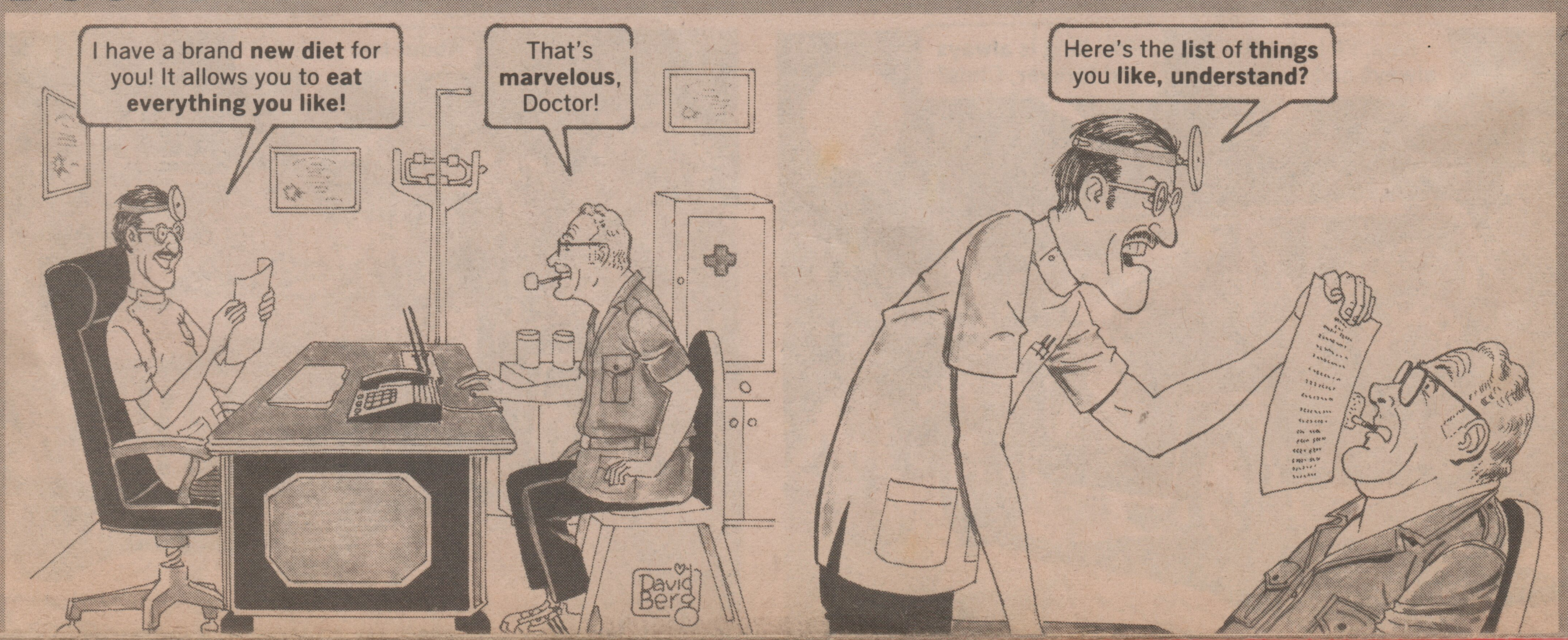
EQUIPMENT


You're **unbelievable!** You own **every tennis gizmo** on the **market!**
Probably! As an **Eagle Scout** I learned it's wise to **"Be Prepared!"**
Well, I hope you have an **umbrella** in that bag! It's starting to **rain!**
Of course I have an **umbrella!**
I wouldn't want any of my **tennis equipment** to get **wet!**

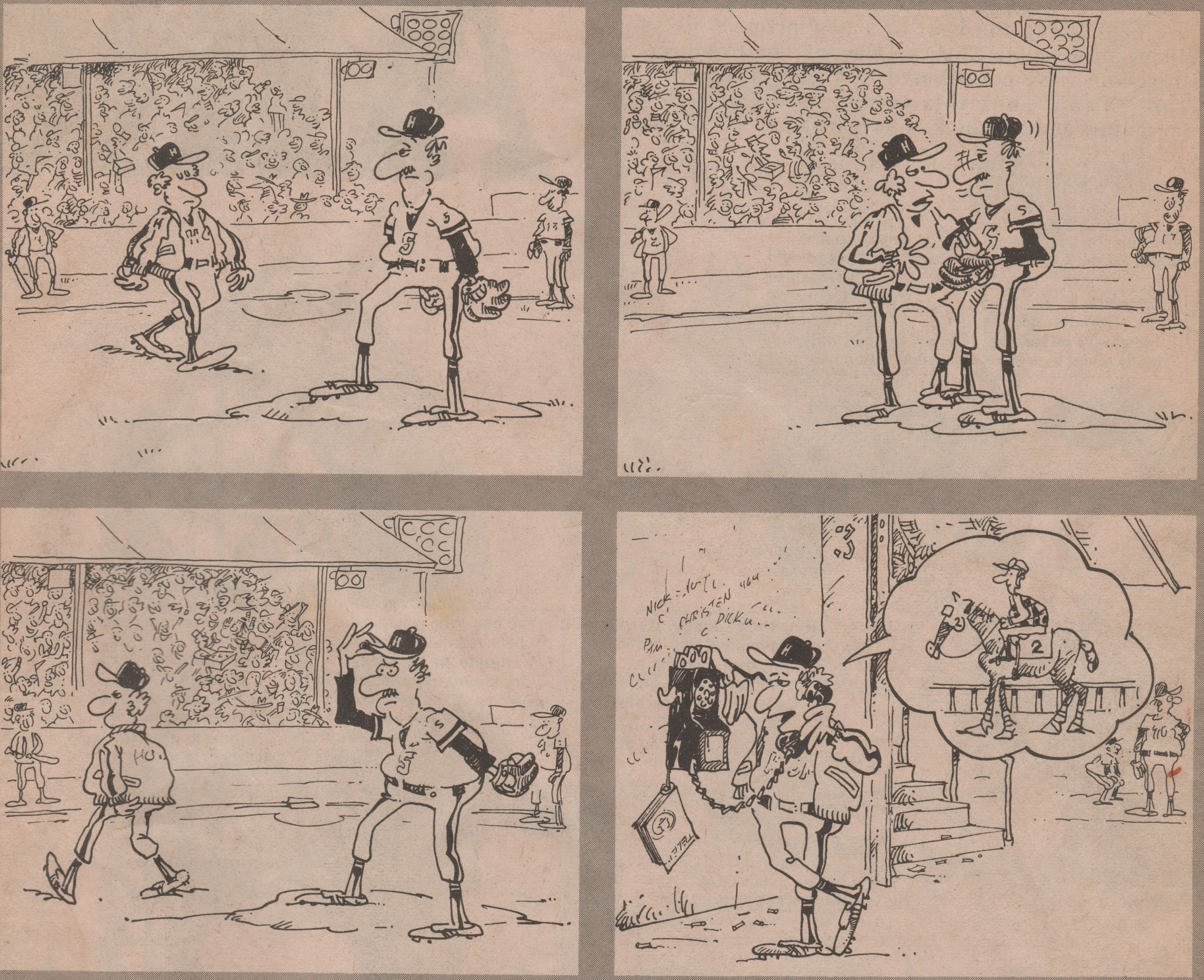
CHORES


Hi, Teddy! How was **school** today?
Right after school I rushed home and **mowed** the **lawn** and **took out** the **garbage** and **cleaned** the **garage** and put everything away in my **room!**
I take it you **failed your science test!**

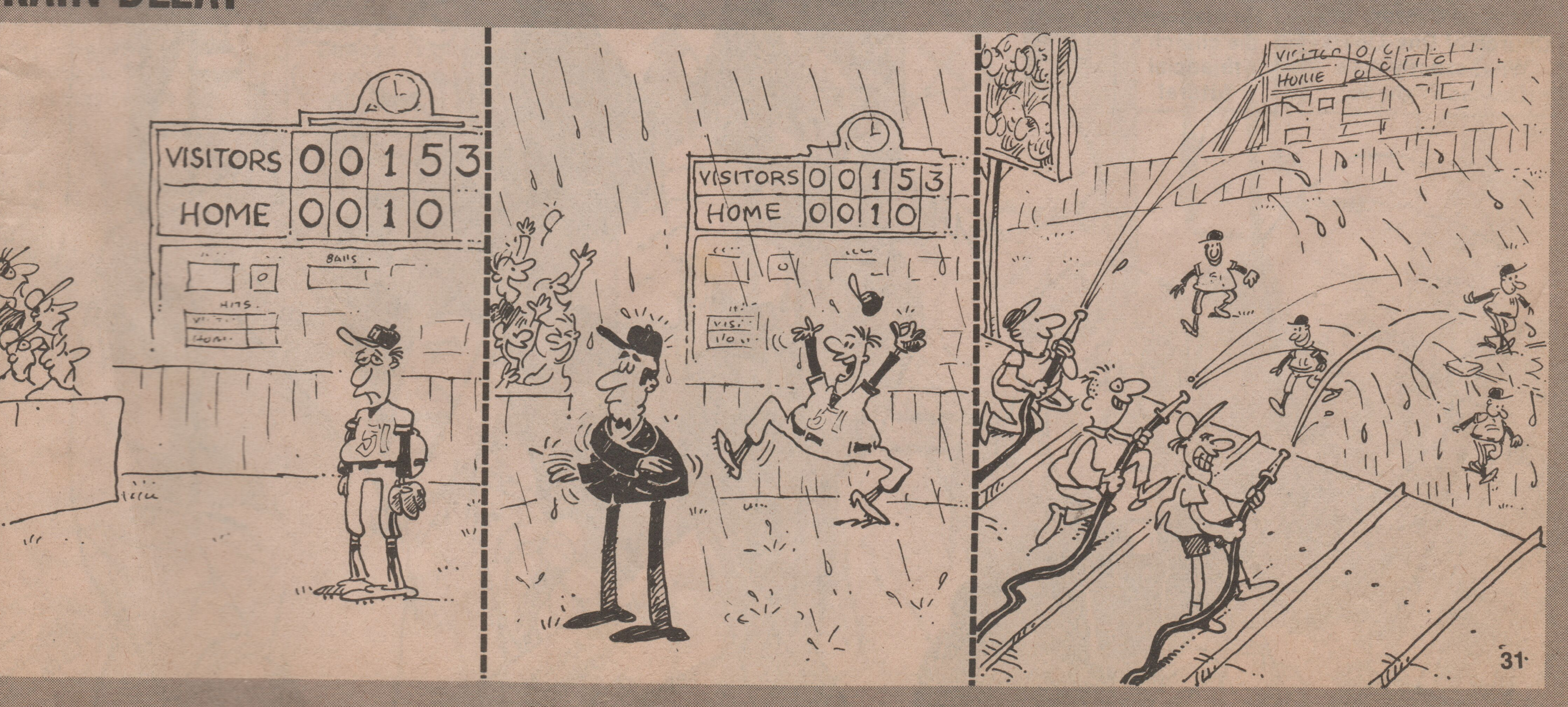
DOCTORS


I have a brand **new diet** for you! It allows you to **eat everything you like!**
That's **marvelous,** Doctor!
Here's the **list** of **things** you **like, understand?**
David Berg

MAD BASEBALL TOP OF THE FIFTH—LOADED BASES...


H
5
NICK
CHRISTEN
DICK
PAM
2

RAIN DELAY


VISITORS 0 0 1 5 3
HOME 0 0 1 0
BALLS
HITS
VISITORS 0 0 1 5 3
HOME 0 0 1 0
HOME

ARTIST AND WRITER: SERGIO ARAGONES

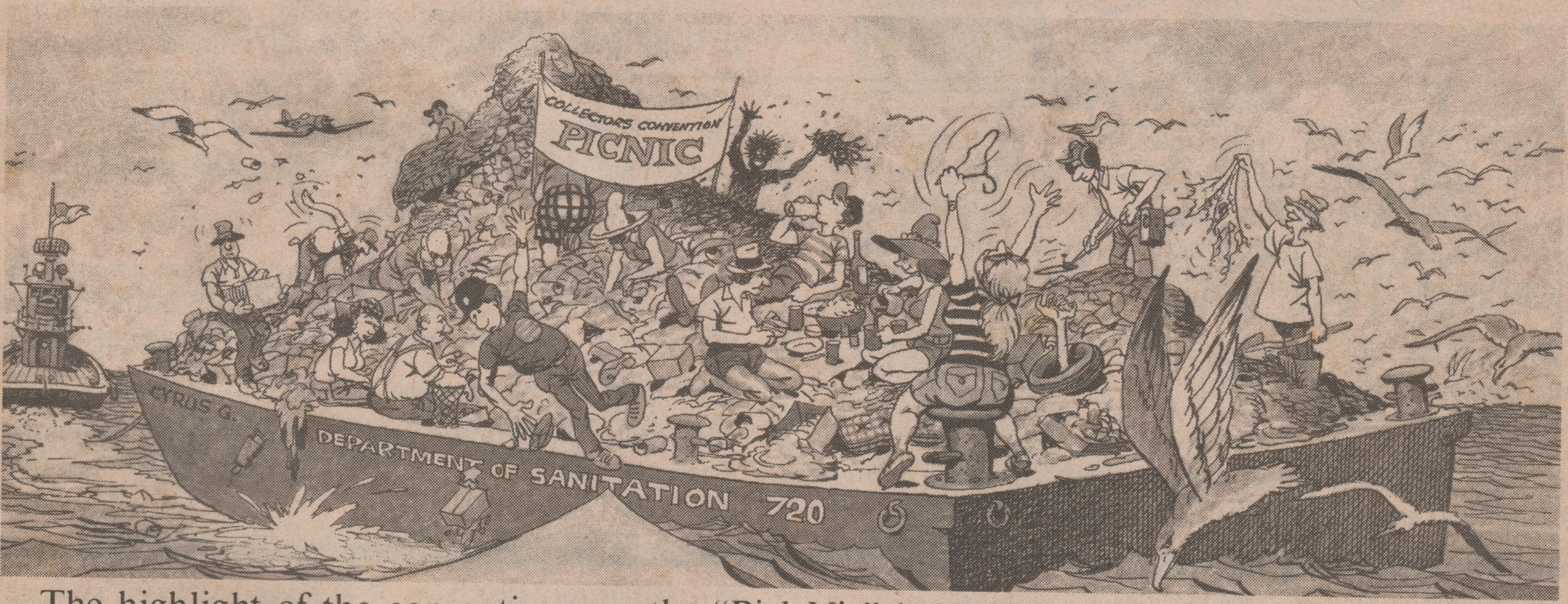
PETTY-SAVERS DEPT.

Question: Can you name one thing in this whole dumb world that some schmegeggie won't collect? Take your time. La, la, la, la... Time's up! The answer is: There isn't anything! Really! Why should we lie to you? We're not your parents! Now, for many collectors there's a publication all about their specific field of interest. But not for all—and that's where this filler article comes in. You could do worse than spending the next couple of minutes carefully reading...

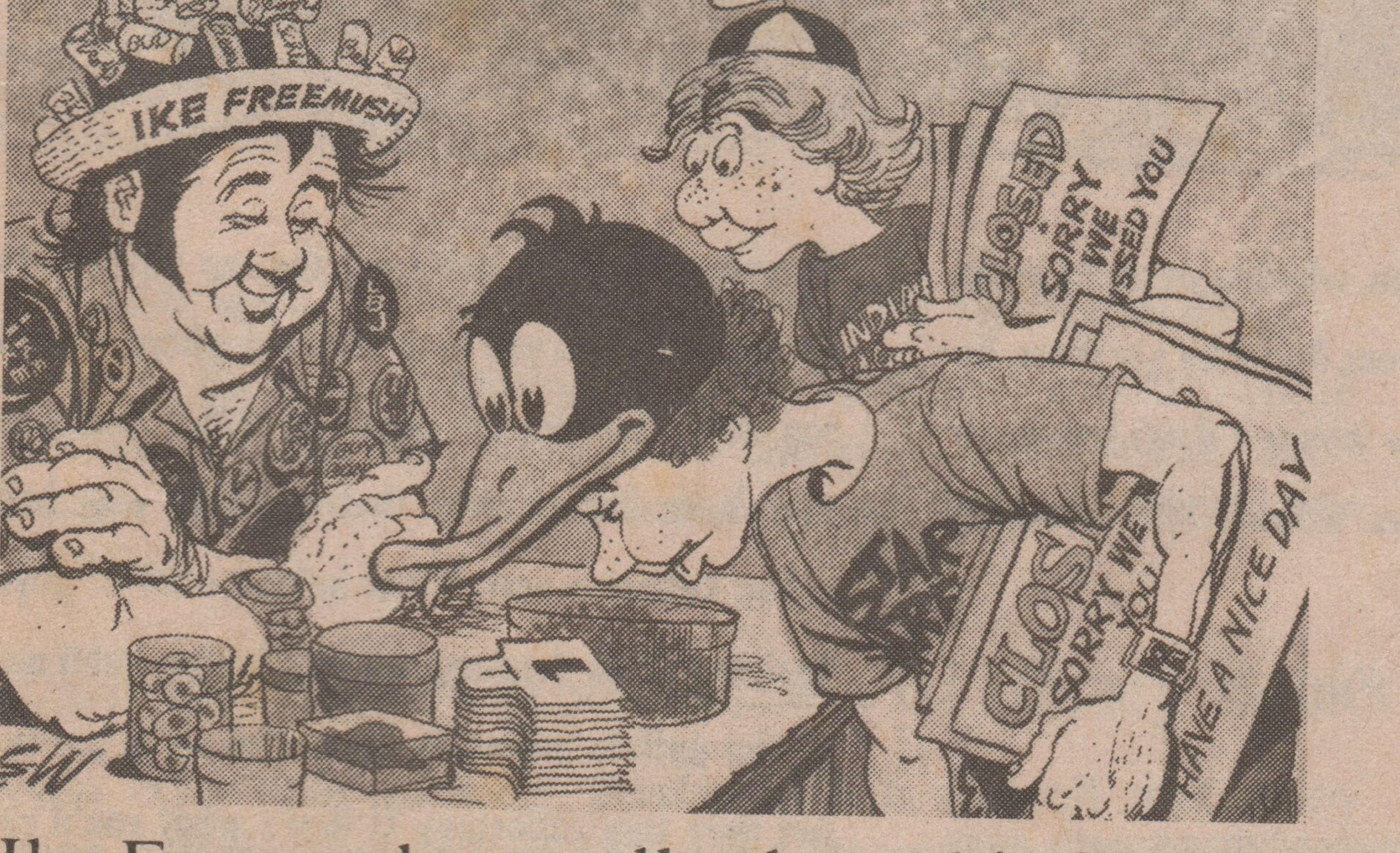
THE COLLECTOR'S NEWSLETTER

FOR COLLECTORS WHO DON'T HAVE THEIR OWN NEWSLETTER

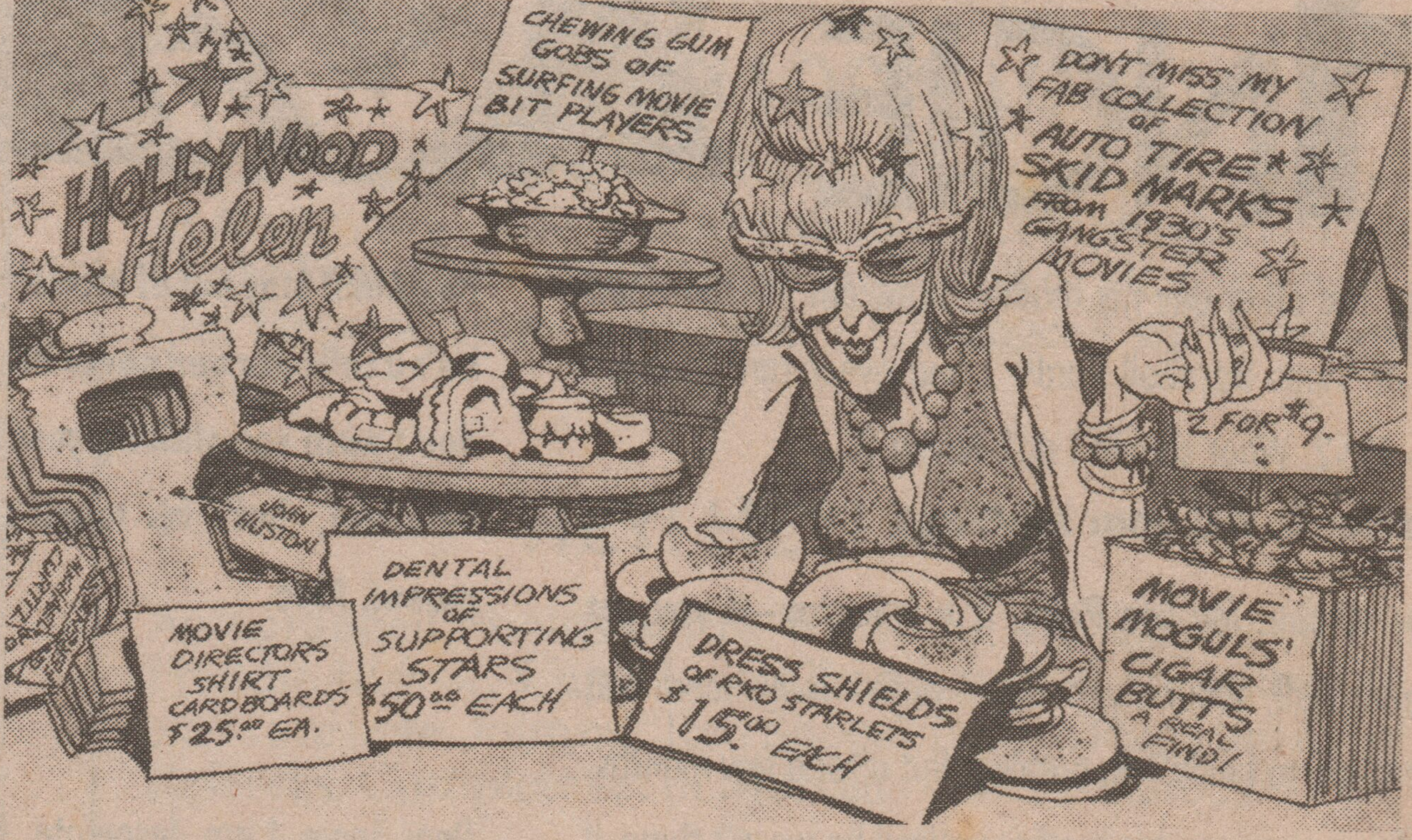
FIRST PHOTOS OF THIS YEAR'S CONVENTION!!!


COLLECTORS CONVENTION PICNIC
CYRUS G.
DEPARTMENT OF SANITATION 720

The highlight of the convention was the "Pick-Nic" held on a city garbage scow. "Lots of swell stuff" was discovered. The event will become a permanent feature of future conventions.


IKE FREEMUSH
CLOSED SORRY WE MISSED YOU
STAR
CLOSED SORRY WE MISSED YOU
HAVE A NICE DAY
1
GW

Ike Freemush proudly shows his famous "Bakery Number Ticket Collection" to some young admirers who specialize in "Closed, Sorry We Missed You" store window signs.


HOLLYWOOD Helen
CHEWING GUM GOBS OF SURFING MOVIE BIT PLAYERS
DON'T MISS MY FAB COLLECTION OF AUTO TIRE SKID MARKS FROM 1930'S GANGSTER MOVIES
2 FOR $9.
JOHN HUSTON
DENTAL IMPRESSIONS OF SUPPORTING STARS $50.00 EACH
MOVIE DIRECTORS SHIRT CARDBOARDS $25.00 EA.
DRESS SHIELDS OF RKO STARLETS $15.00 EACH
MOVIE MOGULS' CIGAR BUTTS A REAL FIND!

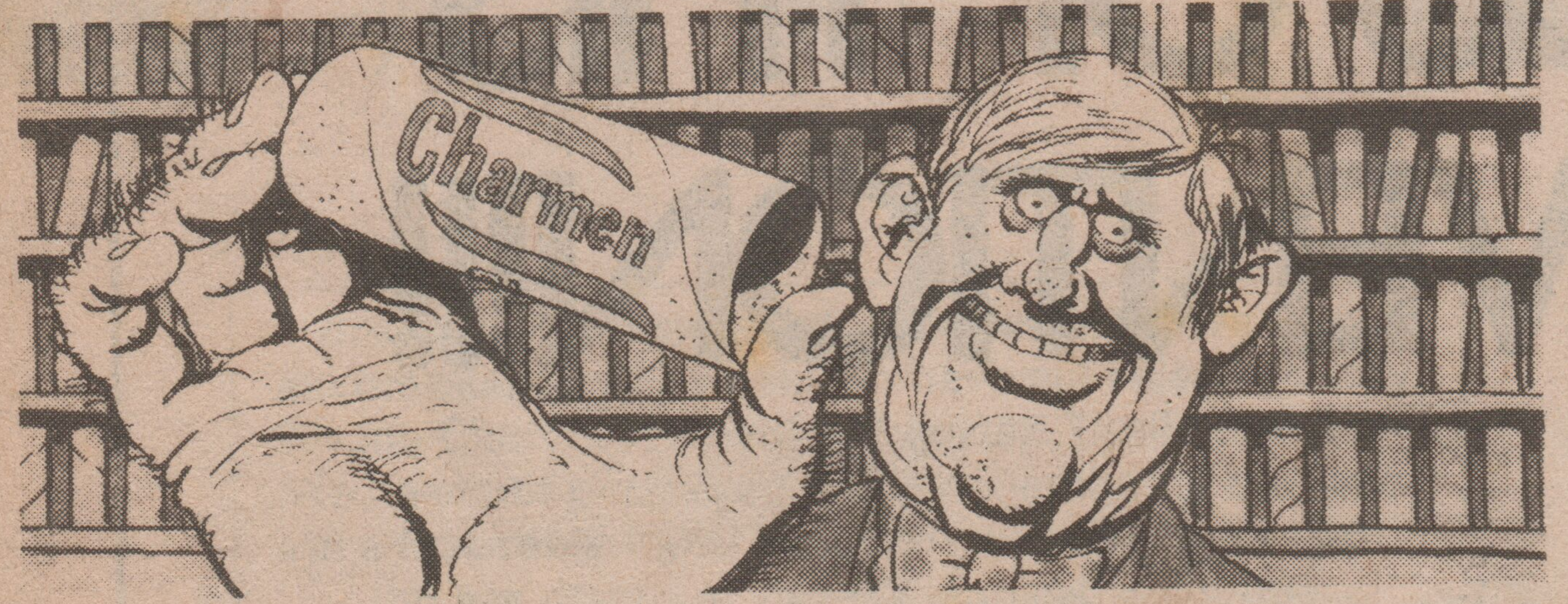
Famous Movie Memorabilia dealer "Hollywood" Helen Bonner with only a small part of her movie collection. Her model of Moe Howard's overbite was the #1 hit of the convention.

ARTIST: GEORGE WOODBRIDGE WRITER: STAN HART

EDITOR EDDIE ELGAR'S CORNER

Hey, fellow collectors, was that some convention or was that some convention! Notes From All Over Dept.: Did you hear about Phil Kravitz? He added some great oldies to his famous "Bus Transfers" collection.

Leave it to Hal Beals to come up with a winner. Hal, the dean of toilet paper roll inner tube collectors, spotted an early Charmin with the name spelled, "Charmen." It's worth plenty, says Hal. Just how much, he won't say.

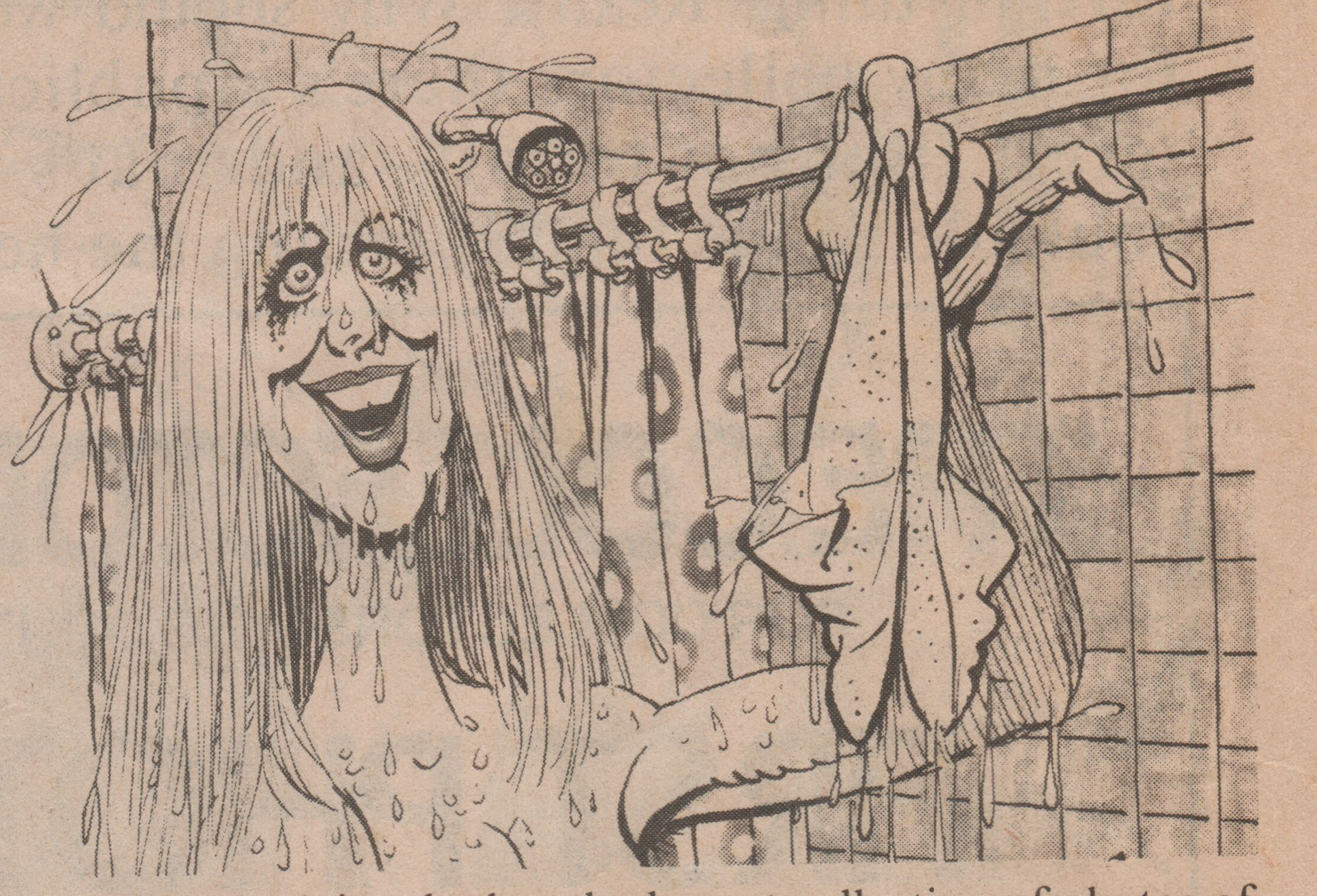


Talking about "That Room" collectibles, Ben Wilson recently completed his set of "Toilet Seat Paper Bands from Holiday Inns throughout New England" with this prized one from the Concord, Mass. hostelry. Ben next plans to start on a set from Ramada Inns in late September.

Quiz: Who's got the most complete set of "Safeway Manager of the Week" posters in Southern California? If you guessed Lenny Haller, take a bow.

If you spot any old druggist prescriptions, send them to Dolph Costa. He collects 'em. Got 57,789 at last count.

Three cheers for Millie Seaman for stick-to-it-iveness. It took her twelve years but she finally completed her collection of "Paper Shower Slippers From Famous Spas and Health Clubs in the Midwest." Congrats Millie.



Harry Gault claims he has the largest collection of photos of "Skid Marks Made By Non-Radial Tires" in the world. Wouldn't be surprised, although Harry might want to check with Randy Wiggins who could give him a run for his money.

Want to see a beautiful set of postage cancellations from almost all of the towns in Iowa? A visit to Jeff Guano will do the trick.

Robby Crum's adding to his vast collection of "Bowling Score Sheets in Moline, Ill. Since 1967." He uses his home computer to cross reference, especially the Ladies League of International Harvester.

Talk about sentimentality: Ned Lewis and his lovely wife Adele have been saving old desk calendar appointment pages for thirty three years. But only the Thursday pages. Seems they met on that day in 1951.

Well, that about wraps it up for now. Until we meet again, this is Ed Elgar, your editor saying, "Keep Calm, Keep Cool and above all - Keep Collecting!"

ASK ANGIE

Dear Angie: The other day my mother threw out my cherished collection of Topps Baseball Cards. I had every card in every year since 1952. What should I do? Xavier B.

Dear Xavier B. Kill your mother.

Dear Angie: Listen. My son Richie is a collector—if you get what I mean. Well, about a year ago, I went into his room and he wasn't there, so I didn't do nothing. But after a few months, when he didn't show up, his mother noticed he wasn't there, if you get what I mean. What I want to know, could Richie have run away from home or might he be lying under all the filthy junk his room is swimming in and be sick and need me? I mean, should I take another look inside the room or not? Huh? Aldo DeG.

Hey Aldo! Stay out of Richie's room, whadda ya say? I mean he's a collector and needs his privacy. And if he's in there, he don't want you sticking your nose where it don't belong. If he's hurt, that's his tough curlies. Nobody likes a doting parent, Aldo.

Dear Angie, I am desperate. My husband throws away every penny he earns on old Popsicle sticks and bags, cigarette wrappers and crushed pre-1955 autos. Our kids are starving and I'm about to enter a life of prostitution to support us. Is there anything I can do to make him see the foolishness of his ways? Doris L.

Dear Doris L. First, don't put the rap on collecting, okay? Second, what do you look like and where you going to be, say next Thursday at about 10 P.M.? And finally, yeah, there's an organization that can help your husband. It's called Collect-a-non. It has helped a lot of guys like your husband break the compulsive collecting habit and set them on the path to normalcy. They wind up as pretty dull guys, but they stop collecting. If that's what you'd rather have, who am I to say you're wrong? It takes all kinds.

NOTE: If you have a problem and would like some help, just Ask Angie c/o The Collectors Newsletter.

COLLECTOR'S MART

"If you don't find it here, you don't really want it."

Doctor Danny Gerald Sez:

"I got just what the collector doctor ordered!"

URINE SPECIMEN BOTTLES!

1920 to present... $9.75 and up. Many at prices lower than those listed in Official Urine Specimen Bottle Price Guide!

BREAST X-RAYS!

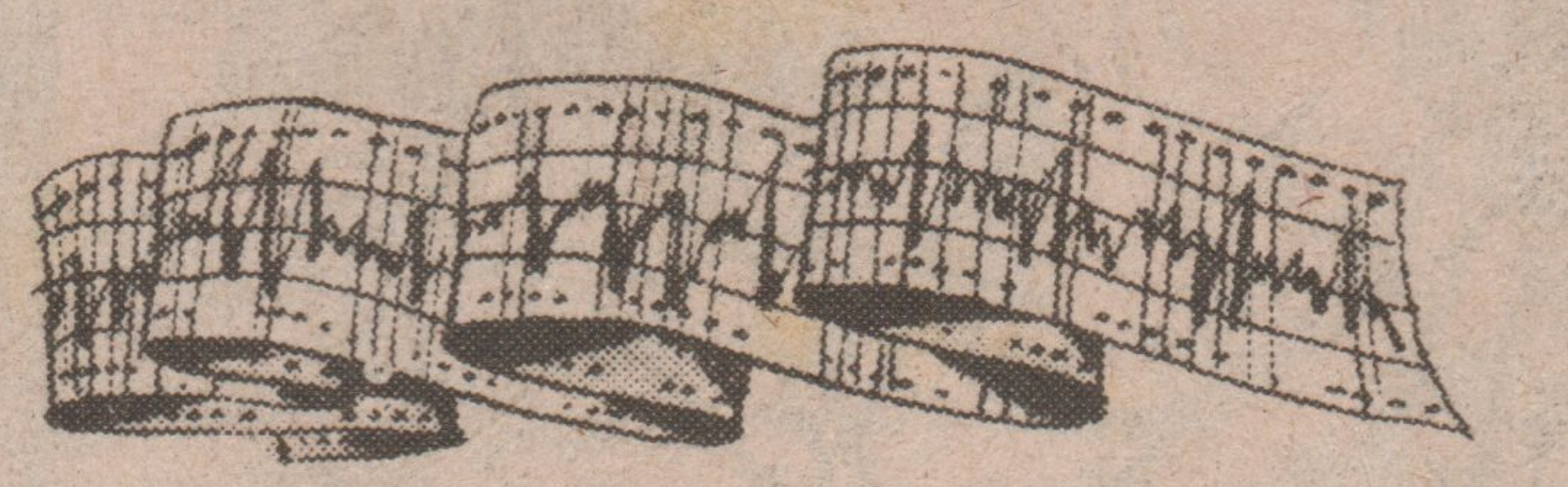
Ages	
18 - 29	$35
30 - 39	$25
40 - 49	$20
Over 50: Make me an offer	

GALL STONES! KIDNEY STONES!

Each perfect. Each in its own jar. Each labeled. Maybe it's someone you know!

Gall/Kidney Stones	$7.50 ea.
Grab-bag of stones	$65.75

(Approx: 25 stones, assorted sizes)



ELECTRO-CARDIOGRAPH READOUTS

Normal heart beat	$2.50
Arythmic heart beat	$4.50
Cardiac arrest beat	$7.75

Call "Doctor" Danny today with your wants. My service will get your message to me.

THE COLLECTOR'S OUTLET

Our Motto: "We Never Sell Crap"

Complete Collection Of Dry Cleaning Instruction Tags

Wool: cotton; silk; rayon; wool/polyester; cotton/poly; silk/poly; Jackets! Dresses! Slacks! All tags guaranteed to be original - no reproductions. $1.50 and up. A steal!

Photos Of H & R Block Accountants

Some autographed, some B/W, most color. All suitable for framing. Mint condition. $75 per set.

Shoemaker's Tickets From All Over

Full heels/full soles/ ½ heels/ ½ soles/ taps/ tips/ dying etc. Special starter set offer!! 1 of each kind (13 in all) $7.50. Makes great Christmas, Birthday or Graduation gift.

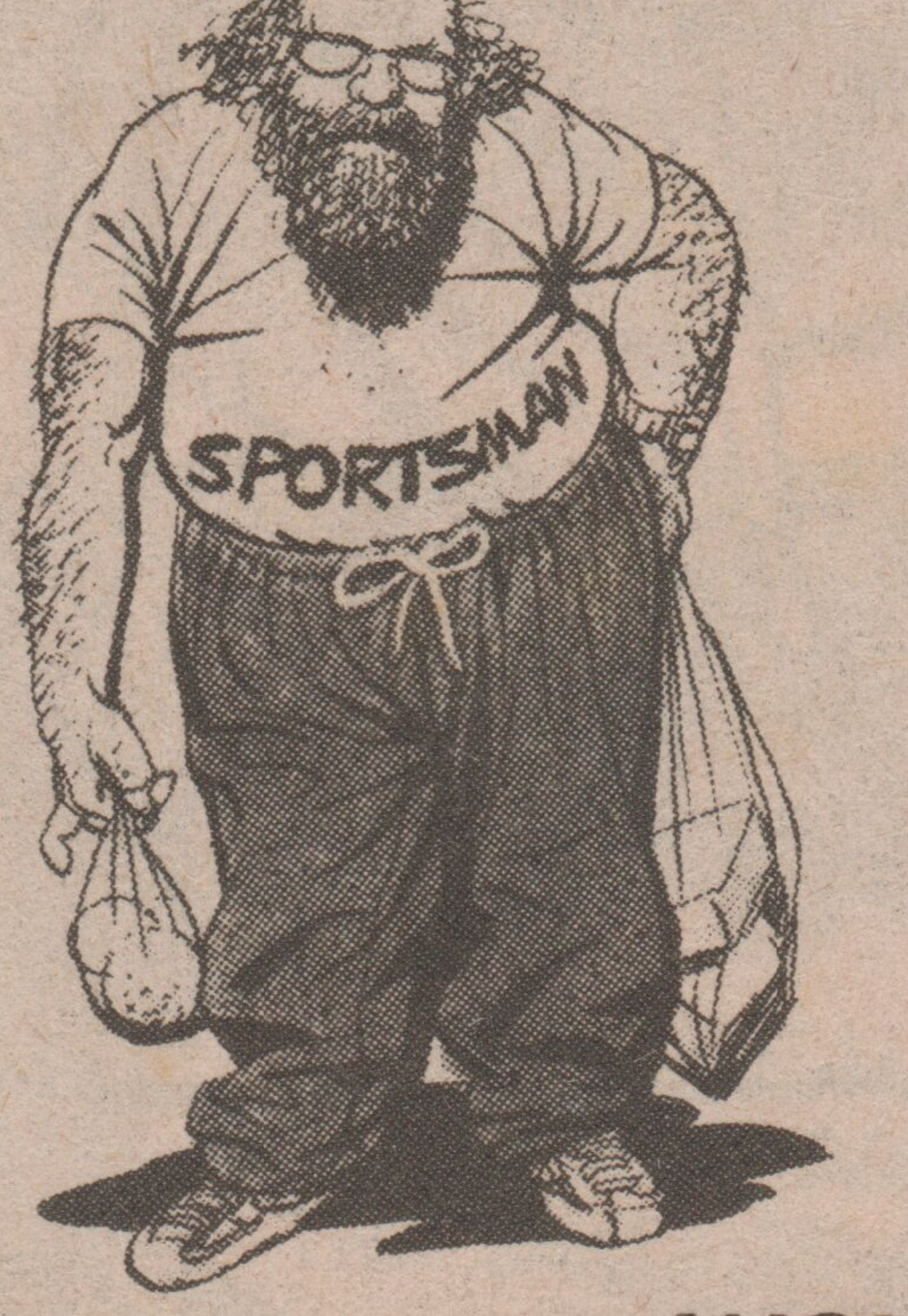
Take-out Menus From Chinese Restaurants

All from Tacoma, Washington. Mostly dinner menus, some luncheon, some Businessman's Specials. Cantonese, Szechuan, Mandarin. Some printed, most Xeroxed. Send for price list.

Return Date Cards From Jackets Of Library Books

From NY Public Library, Boston, Phila, Detroit and many more. Which city's return date card are you looking for? Send list of "wants". If we don't have it, we can arrange to get it for you.

SPECIAL Complete blocks of Publishers Clearing House Stamps from 1975 to Present. $9.75 per set.



SOL THE SPORTSMAN

EVERYTHING FOR THE SPORTS COLLECTOR AND MORE, BELIEVE ME, INCORPORATED

WOW! WOW! WOW!

Look what Sol has for you! Resin Bags signed by Groundskeepers in all the Major League Ball Parks. How much? Make me an offer I can't refuse. (Anything under $25, I can refuse).

LOOK! LOOK! LOOK!

These have nothing to do with Sports, but they're collector's items anyway. How would you like a complete set of Mid East Cease Fire Agreements? I got 'em. 1,568 in all. Copies in Arabic and Hebrew, some with Henry Kissinger's signature–whoever he is.

HEY! HEY! HEY!

Autographed Photos of Pro Wrestling Managers and Referees. Freddie Blassie, Capt. Lou Albano and all your favorite Managers are here. Johnny "Red Shoes" Dugan leads the list of name Referees. Complete set of Managers: $45. Referees: $35.

AM I KIDDING? NO SIREE!!!

Wait till you hear what Sol's got for you. Unedited tapes of interviews with your favorite Roller Derby Stars. See and hear the tough guys challenging each other. Each tape runs two hours ($35) or order The Best of Roller Derby Interviews ($45).

DICK DePT.

This article can be read by the poor...by the rich! It can be read on a train...in a limo! Yes, you can even read this article aboard the Concorde! It's about copywriters who make the most mundane thing seem like an earth shattering experience! Just like this intro!! Here is

FEATU
AD

Now There's A Portable Ignition System Small Enough To Be Carried In Your Pocket Or Purse!

THE DIAMOND COMPANY'S... BOOK OF MATCHES*

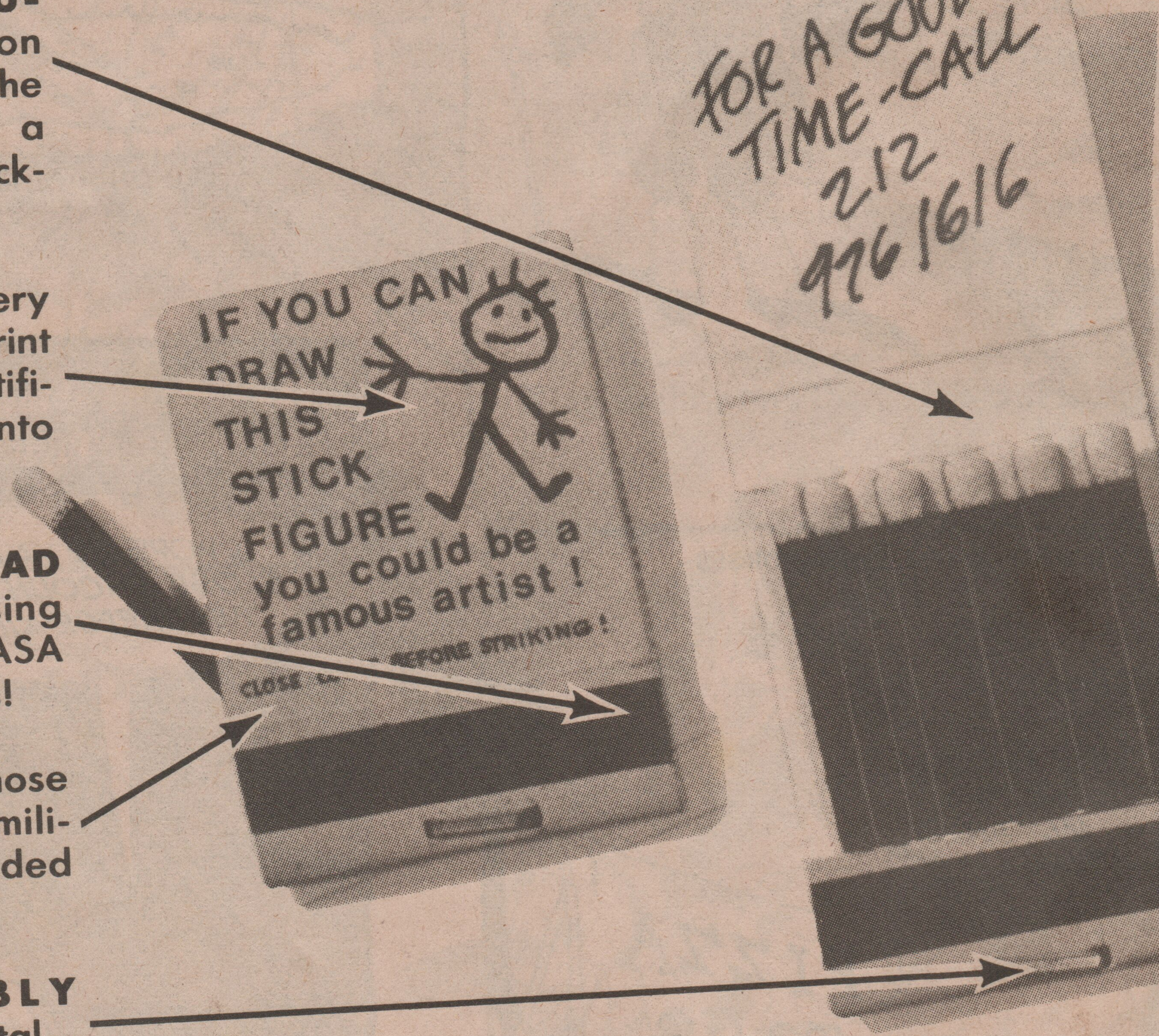
CHEMICALLY FORMULATED TIP makes ignition take place precisely at the moment YOU want with a flick against the new quick-lite strip!

HEAVY DUTY PAPER very much like that used to print stock, bond and gold certificates binds each match into the handsome carrier!

BUILT-IN IGNITION PAD creates combustion, using the same technique NASA utilizes to launch rockets!

WARNING SIGN like those posted at prestigious military installations, is included for additional safety!

RUGGED ASSEMBLY comes with a tough metal—not a cheap plastic—staple to hold the entire system together!



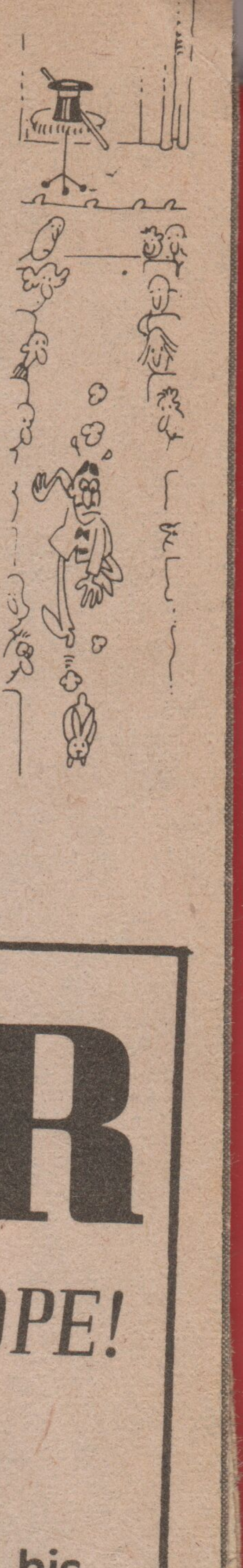
NO FUEL! NO WIRES! NO BATTERIES!
COMPLETELY PORTABLE & SELF-CONTAINED!

Use It To Warm 200-Year-Old Cognac! To Light Up That $100 Cigar! Even To Light A Fire To Cook Life-Saving Meals On!

AVAILABLE WHEREVER CIGARETTES ARE SOLD

***Enlarged slightly to show details**

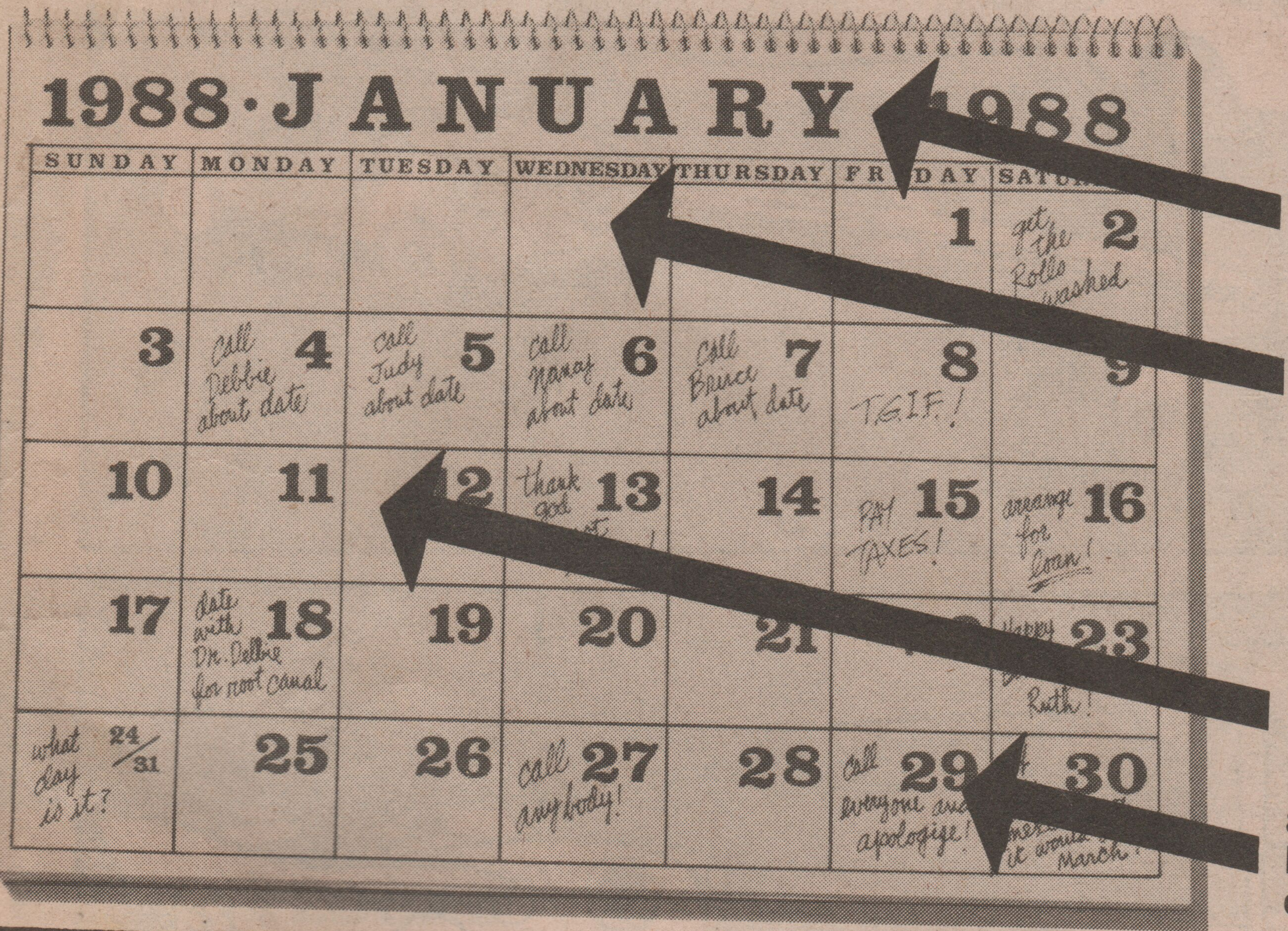
URE-BY-FEATURE
VERTISING



ARTIST: BOB CLARKE **WRITER: DICK DEBARTOLO**

HERE IT IS! THE ACME CALENDAR

WRITE IN A DATE WITH MADONNA OR SPRINGSTEEN! WRITE IN A TRIP TO EUROPE! WRITE IN A DATE FOR AN EXPENSIVE DINNER!


1988 · JANUARY · 1988
SUNDAY
MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
1
get the Rolls washed 2
3
call Debbie about date 4
call Judy about date 5
call Nancy about date 6
call Bruce about date 7
8 T.G.I.F.!
9
10
11
12
thank god 13
14
PAY TAXES! 15
arrange for loan! 16
17
date with Dr. Delbie for root canal 18
19
20
21
23
Ruth!
what day is it? 24/31
25
26
call anybody! 27
28
call everyone and apologize! 29
30
March!

THE CHAIRMAN OF GENERAL MOTORS couldn't run his business effectively unless he knew what day it was. Why not give yourself the very same advantage?

EVERY MONTH OF THE YEAR INCLUDED! Three for the winter, three for the spring, three for the summer and yes, even three for the fall!

DAYS OF THE WEEK are sensibly arranged in the way you've come to know by heart—Sunday, Monday, Tuesday, Wednesday, Thursday, Friday and Saturday too!

SAY GOOD-BYE TO SILLY POEMS! Know for yourself which months have 30 days and which have 31. All this hard work has been done for you!

NO MORE CONFUSION! Get the day, week and month right every time with consecutively numbered dates!

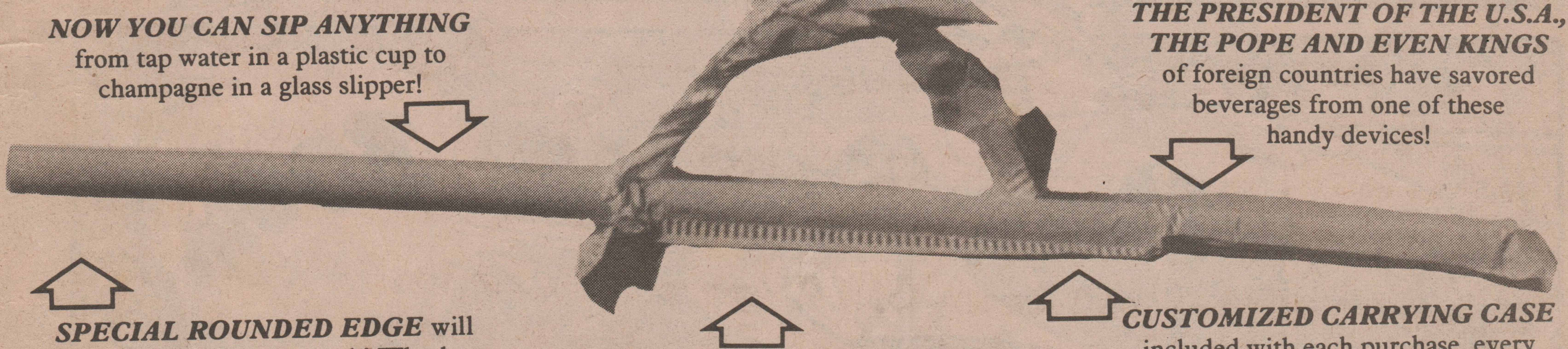
FILL IN AS MANY DATES AS YOU WANT! Be a social whirl and fill in all 365 days with something to do. Or just be a homebody and fill in one or two a month. This calendar lets you decide how to run your life!

IT'S HERE! THE ULTIMATE SANITARY DRINKING DEVICE...

SANI-STRAW!

NOW YOU CAN SIP ANYTHING from tap water in a plastic cup to champagne in a glass slipper!

THE PRESIDENT OF THE U.S.A., THE POPE AND EVEN KINGS of foreign countries have savored beverages from one of these handy devices!



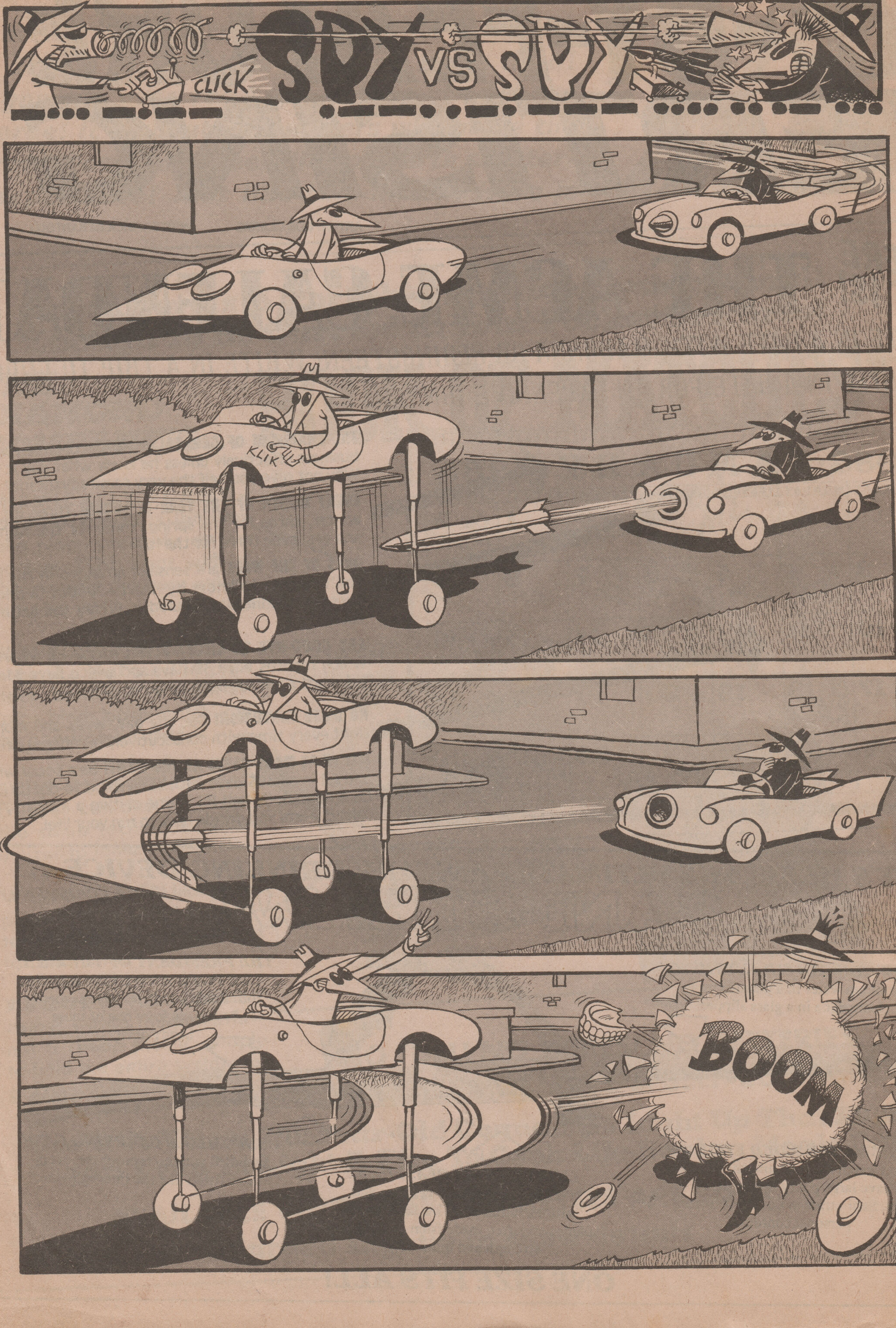
SPECIAL ROUNDED EDGE will never catch on your mouth! Whether you have large pouty lips or pencil thin lips, Sani-straw molds itself to your personal contours!

LIGHTWEIGHT PLASTIC, the very kind important switches and buttons found on 747's and fighter planes are often made from, is used for strength and durability.

CUSTOMIZED CARRYING CASE included with each purchase, every one fitted like the finest glove.

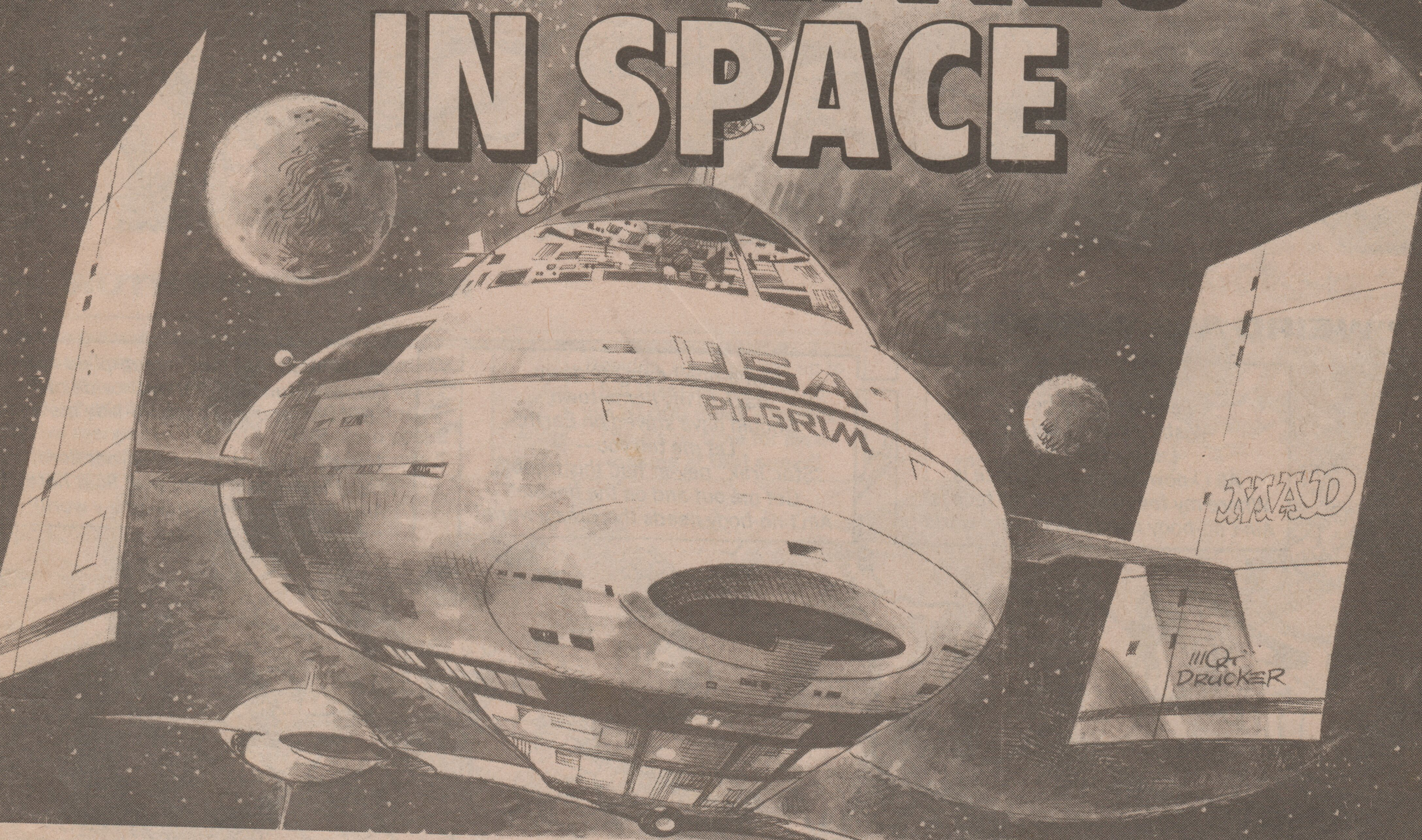
ONE SIZE FITS ALL!

JOKE AND DAGGER DEPT.


CLICK
SPY VS SPY
KLIK
BOOM

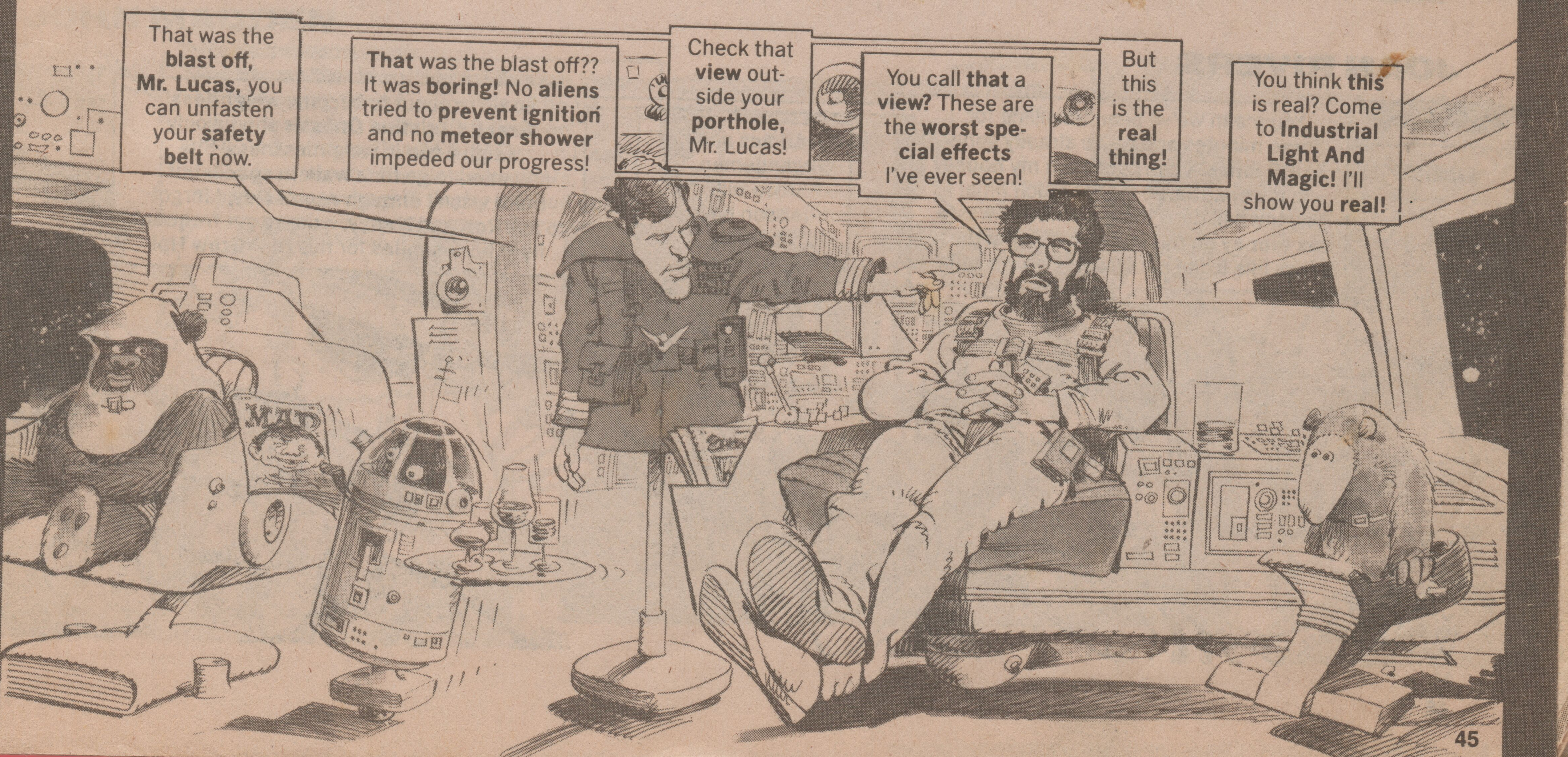
When Neil Armstrong became the first person to walk on the moon he uttered the words "That's one small step for man, one giant leap for mankind," and gave man dignity in space. Unfortunately, as space travel becomes more and more common, we can't expect other earthlings to do likewise. In fact, there are some people who, if given the chance, are bound to embarrass all of humanity up there. Of course, we're talking about what's going to happen when there are...

CELEBRITIES IN SPACE

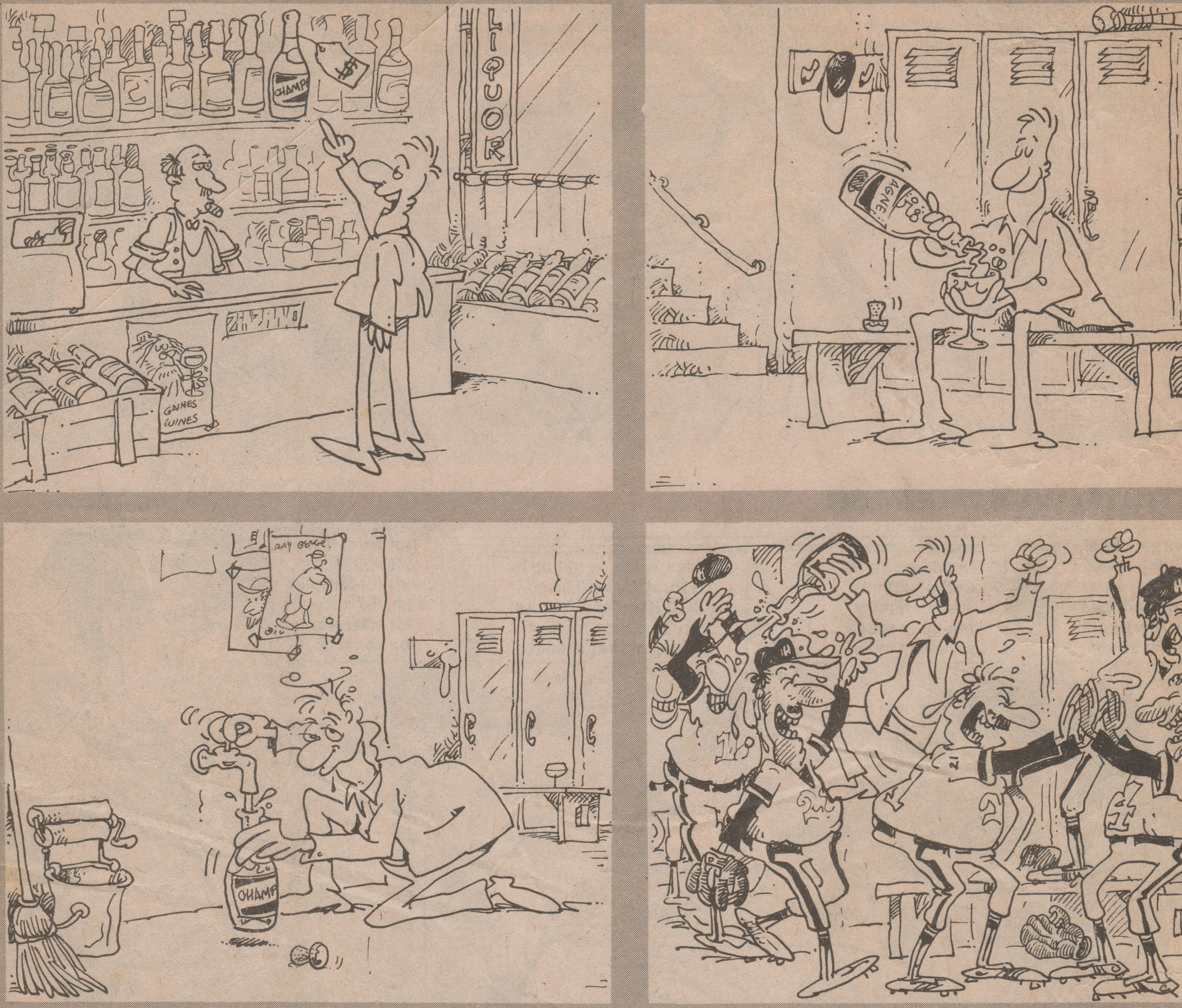

USA
PILGRIM
MAD
MORT DRUCKER

GEORGE LUCAS

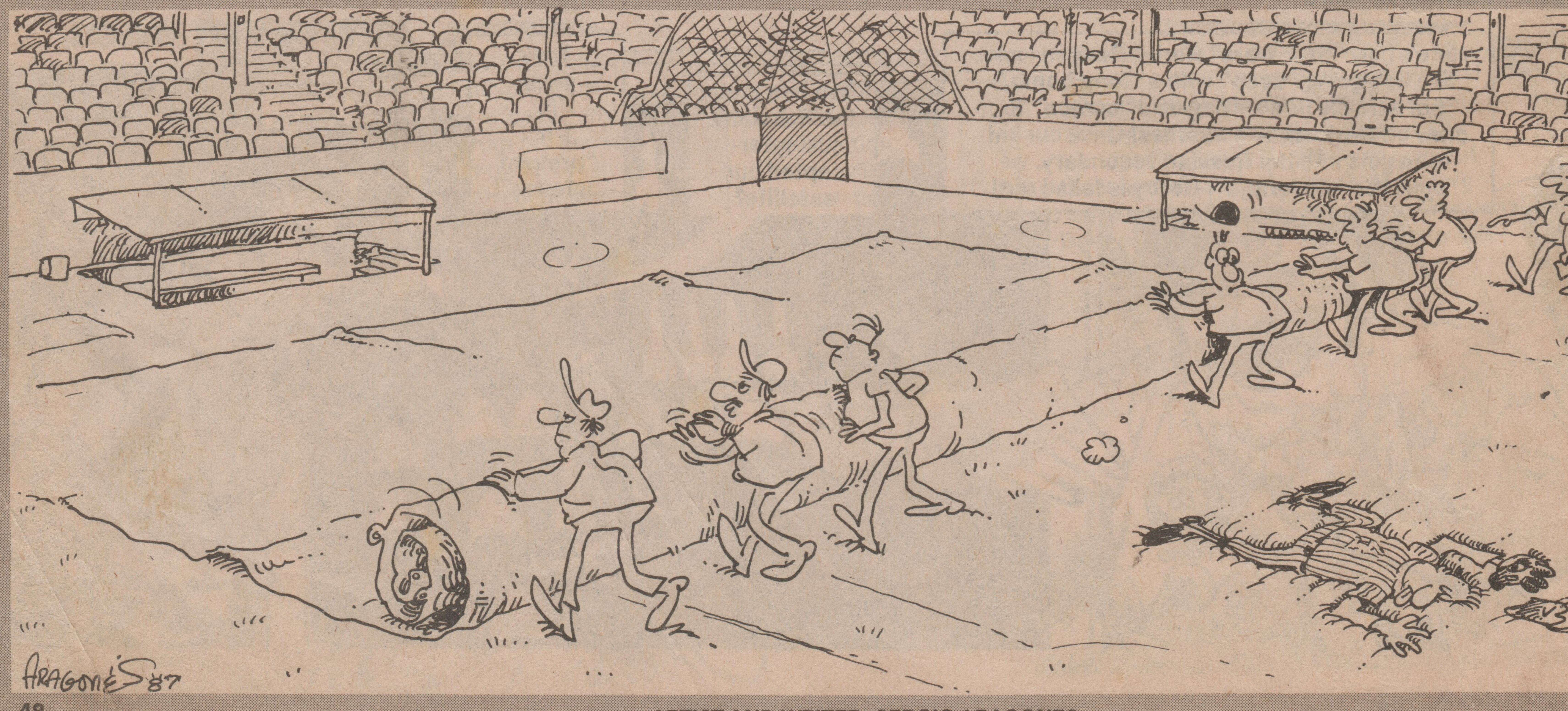
ARTIST: MORT DRUCKER WRITER: FRANK JACOBS


That was the blast off, Mr. Lucas, you can unfasten your safety belt now.
That was the blast off?? It was boring! No aliens tried to prevent ignition and no meteor shower impeded our progress!
Check that view outside your porthole, Mr. Lucas!
You call that a view? These are the worst special effects I've ever seen!
But this is the real thing!
You think this is real? Come to Industrial Light And Magic! I'll show you real!
MAD

MAD BASEBALL WORLD CHAMPS!


CHAMP
$
LIQUOR
GAINES WINES
AGNE
CHAMP

OPENING DAY—THE FOLLOWING SEASON...


ARAGONÉS '87

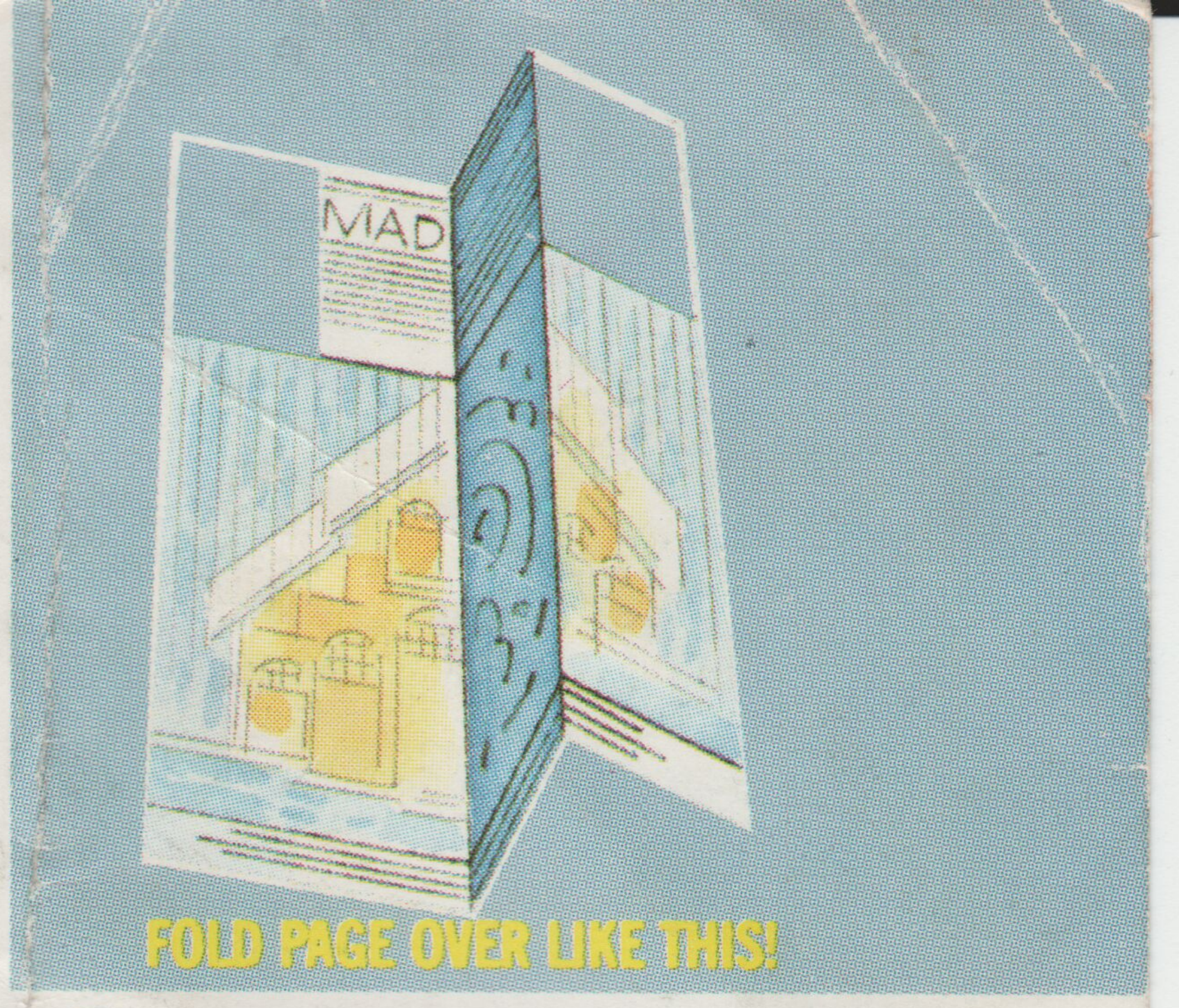
ARTIST AND WRITER: SERGIO ARAGONES

HOW IS THE ADMINISTRATION ENCOURAGING NEW HOUSING DESIGNS?

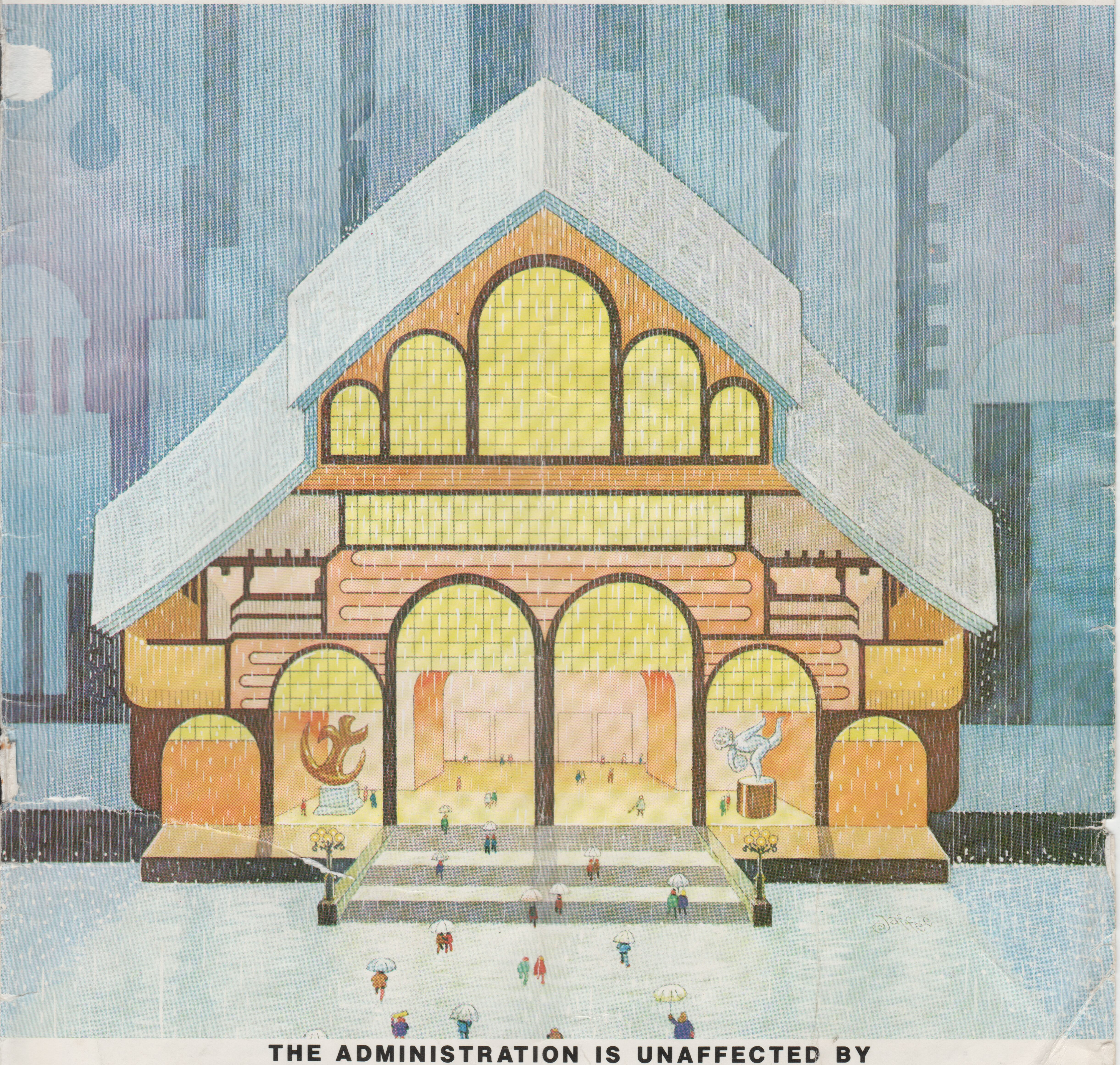
HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Government policies affect housing. To find out how this administration is influencing housing design, fold page in as shown in diagram on right.

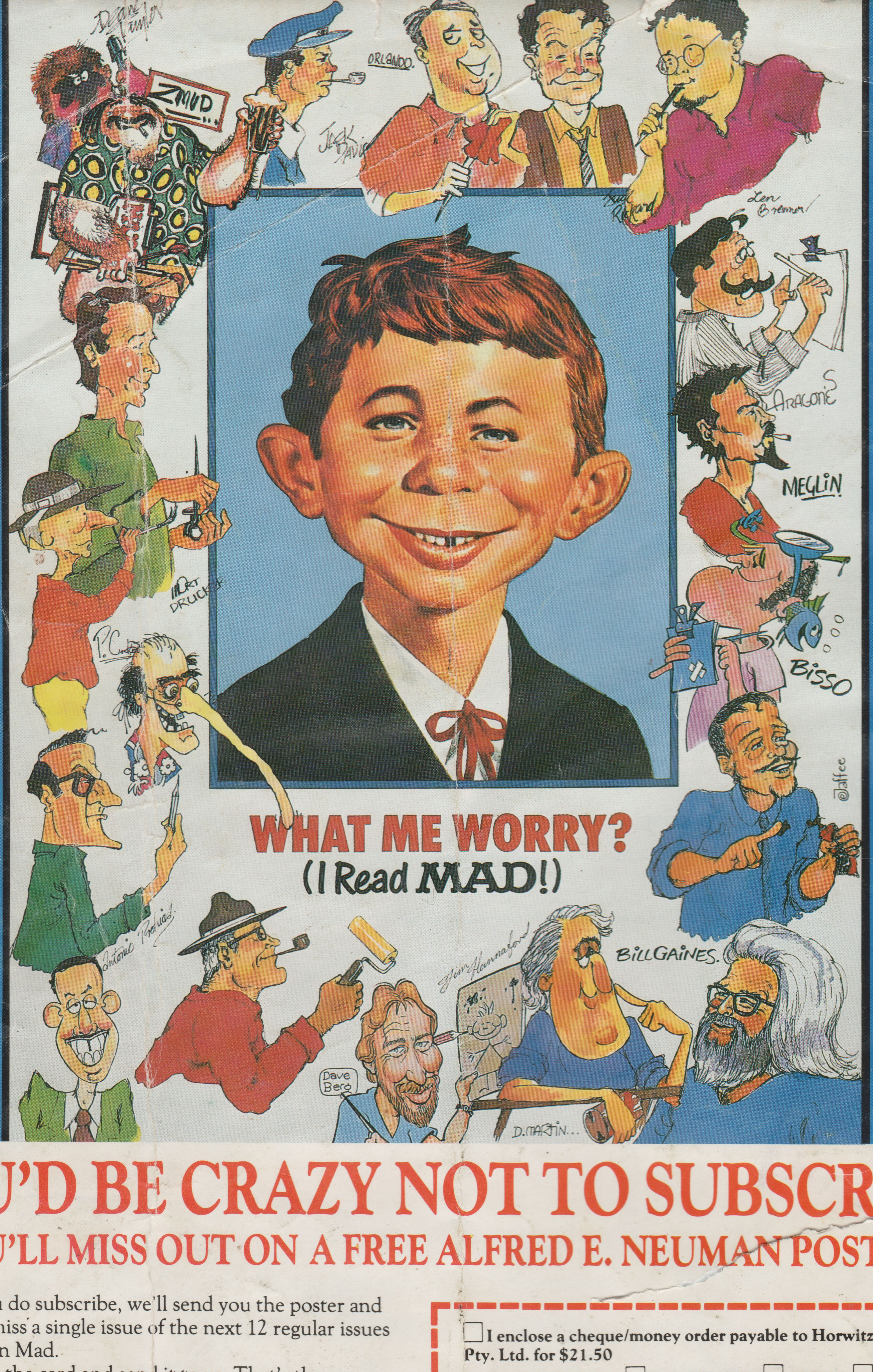


A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"



THE ADMINISTRATION IS UNAFFECTED BY NEGATIVE CRITICISM ON HOW IT GOES ABOUT SELECTING THE HOUSING DESIGNS IT FAVORS. IT SUPPORTS TIMELESS WELL PROVEN IDEAS FROM THE PAST.

A▸ ◂B


ZMUD
ORLANDO.
JACK DAVIS
Rickard
Len Brenner
ARAGONES
MEGLIN
MORT DRUCKER
P. C
BISSO
Jaffee
Antonio Prohias
Jim Hannaford
BILLGAINES.
Dave Berg
D.MARTIN...
WHAT ME WORRY?
(I Read MAD!)

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